

## IPTA ADVERTISING POLICY

Advertisements are accepted when they conform to the ethical standards of the American Physical Therapy Association (APTA). The Illinois Physical Therapy Association (IPTA) does not verify the accuracy of claims made in advertisements, and publication of an ad does not imply endorsement of IPTA or APTA. Acceptance of ads for professional development courses does not imply review or endorsement by the Illinois Physical Therapy Association, the American Physical Therapy Association, or the American Board of Physical Therapy Specialties.

All advertisement for professional development/continuing education courses must state if the course was approved by the IPTA and/or the Illinois Department of Finance and Professional Regulation (IDFPR). If approved through the IDFPR, advertisements must include the CE Sponsor's license number.

All postings on the IPTA Career Center must be for *bona fide* open positions at a specific location. As such, we reserve the right to cancel any posting, or any contract with a company that submits a posting, with no refund of money that in our sole determination violates this bona fide open position requirement. We may at any time—but are not obligated to do so in making a determination of *bona fide* positions—request documentation from the agency, or request written confirmation from the employer that they have given authorization to the agency to recruit for that position. In the absence of written job orders from the company, we will require written confirmation from the employer (via email or fax) verifying that the agency is authorized to recruit for the position. Please be aware that provision of documentation doesn't guarantee that we will accept a posting if we still determine that it does not represent a valid open position.

IPTA shall have the right to approve or deny all advertising prior to publication.

IPTA may decide that certain products or services are not eligible for advertising in IPTA publications if advertisements for these specific products or services in other media consistently or significantly depart from Association standards.

The fact that an advertisement has appeared previously in an IPTA or APTA publication shall not preclude the Association from denying placement of that advertisement in the future.

Sensational language, such as the extravagant use of superlatives or punctuation marks, will not be accepted.

APTA and IPTA are opposed, as a matter of health care policy, to arrangements under which sources of referral (including physicians) stand to profit from referring patients for physical therapy. The policy, adopted by the House of Delegates, states: "The American Physical Therapy Association opposes...participation in services that is any way linked to the financial gain of the referral source." Because of this policy, the IPTA does not accept advertisements for positions in a practice if any physician has a financial interest in the practice and refers patients to an employed physical therapist or to a physical therapist who supervises an employed physical therapist assistant. To complete your submission, you must make the following certification by signing on the line:

"I certify that no referral source (including any referring physician) has a financial interest in the practice that has the position that is the subject of this advertisement."

The IPTA prohibits preferential or adverse discrimination on the basis of race, creed, color, gender, age, national or ethnic origin, sexual orientation, disability, or health status in all areas including, but not limited to, its qualifications for membership, rights of members, policies, programs, activities, and employment practices.

The IPTA is committed to promoting cultural diversity throughout the profession.