

Frequently Asked Questions – Advertising & Solicitation / Billing Practices

The Board recently amended OAC 4734-9-02 Advertising & Solicitation and 4734-9-07 Billing Practices. Listed below are some frequently asked questions regarding the language contained in the newly amended rules. If your question is not answered below do not hesitate to contact the Board office at (614) 644-7032 for clarification.

[Click here to view the full context of OAC 4734-9-02 and 4734-9-07.](#)

Q: Am I prohibited from offering and/or advertising free services?

A: No. Professional services are excluded from the \$10 promotional item limitation.

Q: Can I give free professional services via a gift card or gift certificate?

A: No, you cannot give a gift card or gift certificate of any kind.

Q: What can I give a patient in reward for a referral?

A: A promotional item valued at no more than \$10.

You may also offer professional services, product samples or literature (these items are not subject to the \$10 limit.)

Q: Is an account credit considered offering cash or a cash equivalent in violation of the Board's rule?

A: Yes.

Q: Can I give a gift card or gift certificate valued at \$10 or less?

A: No, you cannot give a gift card or gift certificate of any kind.

Q: What is an example of a promotional item?

A: Coffee mugs, t-shirts, pens, magnets, key chains, etc.

Q: Can I serve refreshments at chiropractic educational lectures?

A: Yes, refreshments are not considered promotional items and are not subject to the \$10 limitation.

Q: Can I give a patient a free sample of Biofreeze?

A: Yes.

Q: Can I offer raffle tickets to my patients to enter into a drawing to win a TV or a Thanksgiving turkey?

A: No, unless the value of the item is \$10 or less.

Q: Can I pay for a taxi to take my patient to and from their appointment if they do not have transportation?

A: Yes, as long as the transportation is non-luxury and the cost is paid directly by the chiropractic physician to the transportation provider and not claimed directly or indirectly or otherwise shifted to any third party for reimbursement.