

WAC 246-803-020 Advertising. (1) A person licensed under this chapter may use the title East Asian medicine practitioner (EAMP) or licensed acupuncturist (L.Ac.) in all forms of advertising, professional literature and billing.

(2) An East Asian medicine practitioner may not use the title "doctor," "Dr.," or "Ph.D." on any advertising or other printed material unless the nature of the degree is clearly stated.

(3) An East Asian medicine practitioner may not represent that he or she holds a degree from an East Asian medicine school other than that degree which appears on his or her application for licensure.

(4) An East Asian medicine practitioner shall not engage in false, deceptive, or misleading advertising including, but not limited to, the following:

(a) Advertising that misrepresents the potential of East Asian medicine or acupuncture; and

(b) Advertising of any service, technique, or procedure that is outside the scope of practice for an East Asian medicine practitioner.

[Statutory Authority: Chapter 18.06 RCW and 2010 c 286. WSR 11-17-105, § 246-803-020, filed 8/22/11, effective 9/22/11.]