

## Code of Ethics for the Artificial Limb and Brace Profession

The Federal Trade Commission has approved fair trade practices for the field of artificial limbs and for orthopedic appliances. Both codes have been adopted by the American Board for Certification as a guide for the Certified Prosthetist and Orthotist. The full text of the Codes may be obtained from the Board's Headquarters. The following digest is printed for ready reference.

*It is an unfair trade practice:*

- (1) To deceive purchasers or prospective purchasers as to any of the qualities of a prosthetic or orthopedic appliance, or to mislead purchasers or prospective purchasers in respect to the service of such appliances.
- (2) To infer an artificial limb is equivalent or nearly equivalent to the human limb, complies with any government specifications, or has the approval of a government agency unless such be wholly true or non-deceptive.
- (3) To fail to disclose to a purchaser, prior to his purchase of a prosthetic appliance, that the degree of usefulness and benefit will be substantially dependent upon many factors, such as the character of the amputation, condition of the stump, state of health, and diligence in accustoming oneself to its use.
- (4) To promise that any product will be made to fit unless such promise is made in good faith and industry member is possessed of the ability to fulfill such guarantee. A prosthetic device or an orthopedic appliance is not to be considered as fitting unless properly shaped for the body member to which it is applied, and in proper alignment and conformity with the physique of the person to wear such a product, and affords the optimum of comfort and use on the part of the wearer.
- (5) To deceive anyone as to his authority to represent and make commitments in behalf of a member unless such be fully true.
- (6) To use any testimonial or use any picture which is misleading or deceptive in any respect.
- (7) To demonstrate any appliance in a manner having the tendency or effect of creating a false impression as to the actual benefits that may be reasonably expected from it.
- (8) To use any guarantee which is false or misleading.
- (9) To represent that any appliance conforms to a standard when such is not the fact.
- (10) To publish any false statements as to financial conditions relative to contracts for purchase of appliances.
- (11) To engage in any defamation of competitors or in any way to disparage competitors' products, prices, or services.
- (12) To use the term "free" to describe or refer to any product which is not actually given to the purchaser without cost.
- (13) To *wilfully* entice away employees of competitors, with the purpose of injuring, destroying or preventing competition.
- (14) To take part in any concerted action with other members to wilfully fix prices.
- (15) To promote the sale of any appliance to any person who can not be expected to obtain reasonable benefit from such appliance.
- (16) To refrain from giving every assistance to doctors before and after amputation or crippling condition, or to fail to do everything possible to promote mutual trust and confidence between members and the medical profession.
- (17) To undertake to supply an artificial limb by mail-order specifications without personal fitting thereof unless conditions are such which make an exception desirable, and in any case, no misrepresentation shall be made as to fit.
- (18) To unduly exploit features of appliances less important than proper fit and alignment.
- (19) To fail to recognize that the interest of the amputee and the handicapped is the first concern and therefore any failure to make available to all of its members and the general public any improved technique that may be used as to making, fitting, aligning or servicing products shall be an unfair trade practice.
- (20) To pay anything of value to any doctor for the purpose of obtaining a referral of a patient by the doctor.

Further, the limb and brace profession desires to be an active and cooperative factor in all progressive developments of improved techniques that will contribute to the welfare and comfort of all who use its services.