

DAVID GEFFEN SCHOOL OF MEDICINE AT UCLA POLICY ADVERTISING AND MARKETING

Background: In the spring of 1987, the Faculty Executive Committee (legislative and elective body of the School of Medicine) appointed an ad-hoc committee, chaired by Dr. Robert Hepler, to develop an equitable and well-defined institutional policy regarding the use of **academic titles in advertising**. After considerable review and deliberation with Campus Council and University Counsel at Berkeley, the Faculty Executive Committee, the Faculty Council, and Dean's Office approved the promulgation of the policy effective July 1, 1989.

Policy: State and federal laws regulating advertising by professional persons have changed substantially in recent years. Accordingly, professional organizations, such as the American Medical Association and California Medical Association, have altered their earlier stance against advertising. One of the **relevant sections of the law is [651](#)** of the Business and Professions Code, State of California, **which prohibits false, fraudulent, misleading, or deceptive advertising, but also expressly permits advertising containing "...a statement of teaching positions currently or formerly held by the practitioner, together with pertinent dates."**

Consistent with the welfare of the public and with the good name of the David Geffen School of Medicine at UCLA, all faculty are required to conduct themselves according to the law governing professional advertising. Statements which are false, inaccurate, or misleading are against the law and are not permitted by the policy of the David Geffen School of Medicine at UCLA. Each new or continuing faculty member will be asked to sign an '[acknowledgment of receipt](#)' to acknowledge having received these regulations.

All faculty members are required to use the precisely accurate form of their academic title. For instance, an Assistant Clinical Professor of Medicine must not identify himself/herself in media advertising as Professor of Medicine or a Clinical Professor of Medicine should not designate himself/herself as Professor of Medicine. Titles should be given as they appear in departmental records and faculty who have any question regarding their precise title are responsible for obtaining clarification through their department.

It is only common sense to avoid such misleading acts as inferring a past appointment as being current. This kind of error can be eliminated by exercise of good judgment, remembering that the fundamental guideline is that all identifying University of California titles shall be given in a **complete, accurate, and non-misleading** manner.

Procedures for Inquiry With Regard to Allegations of Breach of Policy on Advertising and Marketing: An allegation of breach of policy involving any faculty member of the David Geffen School of Medicine at UCLA can be communicated in writing to the appropriate Department Chair, or Vice Dean for Faculty.