

CVMA CODE OF ETHICS Continued

(b) a statement of the range of fees or specifically described professional services, provided that there is reasonable disclosure of all relevant variables and considerations affecting the extent of the additional services and the fees so that the statement would not be misunderstood or be false, misleading or deceptive, including by way of illustration and not limitation, an indication whether additional services should be expected and that additional fees may be incurred for related professional services which may be required in individual cases; and

(c) the availability and description of credit arrangements.

(vi) contains a representation implication that is likely to cause an ordinary prudent lay person to misunderstand, be misled or deceived and fails to contain reasonable warnings or disclaimers necessary to make a representation or implication not false, deceptive or misleading;

(vii) contains statistical data or other information based on past performance or case reports;

(viii) contains a prediction of future success or guarantee of satisfaction or that a cure will result from the performance of the professional services;

(ix) contains a purported or actual testimonial about or endorsement of the veterinarian by another veterinarian's client or any other person;

(x) contains a statement of opinion or a representation regarding the quality of professional services which is not immediately susceptible to verification or which is false, deceptive or misleading;

(xi) refers to secret methods or treatment or special services which characterize the ways of a charlatan;

(xii) results in undue influence;

(xiii) concerns illegal actions;

(xiv) is not identified as a paid advertisement or solicitation unless it is apparent from the context that it is a paid advertisement or solicitation; or

(xv) would result in the violation of any applicable law, rule or regulation or of a contractual legal or other obligation of any person to whom or through whom the veterinarian seeks to communicate.

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C. As used herein, advertising or solicitation includes, by way of illustration not limitation, newspaper, magazine, periodical, radio and television announcements and listings, professional cards, professional announcement cards, office and other signs, letterheads, telephone and other directory listings, and any other form of written or verbal public or private communication, notice, advice or device (in person or otherwise) having for a purpose the dissemination to the public of information regarding the availability, nature or prices of products or services of a veterinarian for the obtaining or attraction of clients.

Section 4. The following are definitions of terms applying to veterinary facilities

A veterinary or animal medical center is defined as a facility in which consultative, clinical and hospital services are rendered and in which a large staff of basic and applied veterinary scientists perform significant research and conduct advanced professional educational programs.

A veterinary or animal clinic is defined as a facility in which the practice conducted is essentially an outpatient type of practice.

A veterinary or animal hospital is defined as a facility in which the practice conducted includes the confinement as well as the treatment of patients. (A facility that meets the foregoing definition of hospital may be named either hospital or clinic; however, if a facility meets the definition of clinic but not hospital, it should be called a clinic.)

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Disclaimer:

“Lisa Taylor-Austin believes there was merit to her claims that Dr. Deforge negligently cared for her cat, Simba, and that he misrepresented whether he was a Board-certified dental specialist. Dr. Deforge denies these claims and asserts that the Department of Public Health’s veterinary board cleared him of any wrong doing. However, Dr Deforge agreed to pay \$7,500.00 to compensate Ms. Taylor-Austin because he believed the risks inherent in any lawsuit and the cost of missing two weeks from his practice made it imprudent to go to trial.”

Note: My guardian’s costs for my medical care and all legal avenues exceeded \$20,000.