

TRUTH IN ADVERTISING

117: POLICY:

Information to clients, the community and referral source needs to be honest and ethical so the client can make an informed decision about the choice of service providers and their qualification and capabilities.

Therefore, it is the policy of SYNERGY HOME CARE METRO NEW JERSEY to ensure that SYNERGY HOME CARE METRO NEW JERSEY advertising adheres to those adopted by the American Advertising Federation and include Truth, Substantiation, Comparisons, Bait Advertising, Guarantees and Warranties, Price Claims, Testimonials and Taste and Decency. All print, oral or electronic advertising and communication with the community, individuals, and groups are reviewed prior to release with all claims substantiated in the SYNERGY HOME CARE METRO NEW JERSEY's records and must be in keeping with these principles.

PROCEDURE:

1. All claims either written or oral used by SYNERGY HOME CARE METRO NEW JERSEY for advertising, community education and marketing must adhere to the following principles:
 - Truth – all facts are true and revealed so as not to mislead anyone, this includes services allowed by credentials/license.
 - Substantiation – claims made by SYNERGY HOME CARE METRO NEW JERSEY are substantiated by evidence, which is included as part of the communication whenever possible.
 - Comparisons – SYNERGY HOME CARE METRO NEW JERSEY does not make any false, misleading or un-substantiated statements about competitors and routinely does not use this type of advertising.
 - Bait Advertising – the SYNERGY HOME CARE METRO NEW JERSEY does not use this type of advertising for any service it offers.
 - Guarantees and Warranties – SYNERGY HOME CARE METRO NEW JERSEY make no guarantees or warranties in its advertising or in the delivery of service.
 - Price Claims – all fees quoted are legitimate and either set my contract or based on pricing policy and costs.
 - Testimonials – testimonials used by SYNERGY HOME CARE METRO NEW JERSEY are those of real clients or their family members and reflect real and honest opinions about their experience with the services of SYNERGY HOME CARE METRO NEW JERSEY and supported by written documentation.
 - Taste and Decency – SYNERGY HOME CARE METRO NEW JERSEY ensures that all its communications are free of statements, illustration or implications, which are offensive to good taste or public decency.