



Benefits of Becoming a Valuable Partner of the Clinical Electrophysiology and Wound Management (CEWM) Section:

- Listing as a Valuable Partner on the CEWM Section Website, which is accessible to the public, for one year. This includes a company logo with hyperlink to your website .
- One advertisement (1/2 page) in each of the four issues of the CEWM Section Newsletter throughout the Partner year. Advertisement design to be one of your own choosing, subject to approval by the Section Board of Directors (see Advertising Policy attached).

Annual Fee for Valuable Partners

- The Annual fee for being a Valuable Partner is \$1,000
- There will be only 12 Valuable Partners positions available per year.

Valuable Parters Registration Form

Name of Organization/Company: _____
Name of Contact: _____
Address: _____
City/State/Zip: _____
Phone Number: _____
Office: _____ **Cell:** _____
Email Address: _____

Method of Payment

Check (payable to the Clinical Electrophysiology and Wound Management Section VISA MasterCard AMEX

Cardholder's name (print)

Card Number _____/_____/_____/_____

Exp. Date _____

Billing Zip Code _____

Purpose

The purpose of this policy is to define the criteria used by the Section to permit dissemination of advertising copy in the CEWMS Newsletter, on the CEWMS Web Site, and other CEWMS publications and communications. In general, only advertisements that are congruent with the *American Physical Therapy Association's Code of Ethics and Standards of Practice*, and the Mission of the CEWMS will be accepted for dissemination. In addition, the publication of advertisements in the Newsletter, on the Web Site, or in other materials does not signify support or validity of the content, nor does it imply endorsement by the Section or other subsidiaries of the *American Physical Therapy Association (APTA)*.

Scope of Potential Advertisers

Commercial vendors of clinical and academic/research products, academic programs, and sponsors of continuing education courses are representative of the many potential advertisers in the Newsletter and Web Site. Accordingly, the following criteria define those individuals and organizations that are eligible and ineligible to advertise:

Eligible Advertisers

- Commercial organizations approved for advertising in other APTA publications
- Nonprofit or philanthropic institutions, accredited universities, colleges, and national foundations
- Accredited health care facilities including medical centers, clinics or physical therapist owned facilities.

Professionals, which includes, but is not limited to, physical therapists, occupational therapists, physicians, nurses, and credentialed academicians who sponsor and/or directly provide continuing education courses. The CEWMS Board of Directors reviews other persons or organizations, on a case-by-case basis.

Ineligible Advertisers

- Referral-for-profit companies, corporations, professional partnerships are not eligible to advertise. Included this category are physician owned practices and other business arrangements that involve profit sharing from referring patients/clients for physical therapy interventions/services.
- Persons or institutions disseminating information that is not congruent with the *American Physical Therapy Association's Code of Ethics* and the Mission of the CEWMS.

The American Physical Therapy Association prohibits preferential or adverse discrimination on the basis of race, creed, color, gender, age, national or ethnic origin, sexual orientation, disability, or health status in all areas including, but not limited to, its qualifications for membership, rights or members, policies, programs, activities, and employment practices, The Clinical Electrophysiology and Wound Management Section is supportive of that position in accepting advertisements on the Web Site and in its Newsletter.

Eligibility Decisions

Compliance with the policy is at the sole discretion the CEWMS Board of Directors. In the event that the rejection of an advertisement occurs after an initial acceptance, no refunds will be given.

In such cases, the ad will be removed from the Web Site, and from future Newsletters. Purchasers waive the right to contest the BOD decision, which is final. Furthermore, purchasing an advertisement, gives consent to CEWMS to make reasonable inquiry and investigation regarding the advertisers compliance with this policy.

Disclaimer- Physician Owned Practices

Because of this APTA's policy against arrangements under which sources of referral (including physicians) stand to profit from referring patients for physical therapy (Financial Considerations in Practice, HOD 06-99-13-17), the Clinical Electrophysiology and Wound Management Section does not accept job listings for positions in a practice if any physician has a financial interest in the practice and refers patients to an employed physical therapist or to a physical therapist who supervises an employed physical therapist assistant. Any questions involving this requirement may be directed to aptasce-wm@apta.org. **To complete your submission, you must make the following certification by checking the "I agree" box below:**

"I certify that no referral source (including any referring physician) has a financial interest in the practice that has the position that is the subject of this advertisement."

I AGREE

Signature: _____

Date: _____