



Acceptable Student Marketing and Advertisement

From **The Natural Care Center Clinical Intern Handbook**

It is the policy of Maryland University of Integrative Health that students who are enrolled in an academic program and/or are in the pre-clinical, clinical, internship, or practicum phase of a program adhere to guidelines when advertising or marketing clinical, internship, or practicum services. These guidelines are designed to ensure clarity, transparency, and integrity when representing a student's permitted scope of work with regard to the program in which they are enrolled.

1. A student enrolled in a program must be clear in conveying that he or she is currently a clinical intern practicing under clinical faculty supervision at the University.
2. In any verbal, print, or electronic promotion (including, but not limited to, an introduction, voicemail message, website, email, e-newsletter, brochure, business card, flier, display advertising, feature article, or other media), a student must represent himself or herself as a clinical intern of his or her particular discipline who is practicing under supervision. Acceptable terms for describing one's role as a student are "clinical intern," or "student intern," or one of the aforementioned terms plus the associated discipline (e.g. Clinical Intern, Acupuncture.)
3. A student who has a documented degree (e.g. M.S.W.), license (e.g. R.N.), or certification (e.g. C.M.T.) may reference it as a credential in any promotional literature (e.g. Jean Doe, R.N.) only if it is accompanied by an affirmative statement that his/her scope of practice in the academic program and/or teaching clinic is limited to the discipline(s) practiced in his/her course of study. Other modalities, services, or products for sale that are outside the context of the academic program, may only be referenced if the reference is purely descriptive in nature (e.g. Jean has been a reiki practitioner for 6 years and is an Amway distributor) or there is a clear distinction made that such services or products are separate from the student's participation in his or her academic program. If in doubt, a student should request guidance about questionable marketing literature from his or her academic department or the Vice President for University Relations.
4. Recommended information to include on print or electronic promotional material is the following:
 - Student's name.
 - Use of one of the above mentioned acceptable terms referencing one's student status.
 - The name of the school (Maryland University of Integrative Health).
 - The name and address of the facility in which the student sees patients or clients (e.g. The NCC, 7750 Montpelier Road, Laurel, MD, 20723).

- The HIPAA compliant secured email
 - The clinical intern's personal contact information for clients/patients to schedule or cancel appointments only. Clinical interns may not provide clients/patients the NCC contact numbers for scheduling or canceling appointments.
6. When using the name of the school, it is only to be referenced as "Maryland University of Integrative Health," or "MUIH."
 7. Use of the Maryland University of Integrative Health logo in one's personal promotional literature is not allowed unless the literature has been produced by MUIH for the expressed purpose of such use