



## Basic IDD Therapy® Marketing Guidelines for Healthcare Facilities

Advertising laws differ from state to state and according to the specialty and/or professional licensure of the providers offering services. The guidelines below are offered as helpful tips but in no way reflect all the laws and requirements of the state agencies that regulate advertising in your area. You and your staff are responsible for obtaining and following all advertising regulatory requirements that may be appropriate in your given market. NAM accepts no responsibility for that function and cannot assist in it.

- You must own a Licensing Agreement with NAM in order to use any of our advertising logos or marks. If you bought a new machine with us, the Licensing Agreement is documented in your warranty certificate. If you bought a used machine, you must purchase a Licensing Agreement separately.
- Since IDD Therapy® and Accu-SPINA® are registered marks of North American Medical, these terms must be accompanied by registered marks at least once on every page where they occur, preferably on the first or most prominent occurrence.
- For every occurrence of the phrase “IDD Therapy®,” you must follow it with either the term “treatment” or “protocols,” i.e., “IDD Therapy® treatment” or “IDD Therapy® protocols.”
- The term “decompression” should never be advertised in association with IDD Therapy®, which is a physiotherapeutic regimen that provides broader treatment elements than conventional disc decompression.
- The Accu-SPINA® must be referred to as an “FDA-cleared” device rather than an “FDA-approved” device. Drugs are FDA-approved, while medical devices are FDA-cleared. Claiming an approval process can be construed as an FDA endorsement and is frowned upon by the FDA.
- Whenever you use statistics or percentages in association with IDD Therapy® or the Accu-SPINA®, you must cite the original sources of these statistics. Do not rely on written copy which may have been authored with erroneous information or mistakes. Always point to the original or published document when claiming success rates or other outcomes. Alternately, you may cite statistics which have been directly experienced or tracked in your own facility, but be sure to clearly state so.

