

Advertising and Promotion of Private Practice: Ethical Issues

Lactation consultants in private practice will need to use advertising and promotion as part of an overall strategy to develop and maintain relationships to start, grow and scale their private lactation consulting practice. Accomplishing that ethically, however, is of paramount importance for their clients, as well as for their adherence to the Code of Ethical Conduct, and their continued ability to gain the trust and respect of the community they service. This short session reflects common issues that IBCLCs in private practice often face: (1) attracting clients, (2) selling goods in addition to consulting services, and (2) truth in advertising.

Goal

To align advertising and promotional efforts with the IBLCE Code of Professional Conduct, Scope of Practice for the IBCLC, and Clinical Competencies for the IBCLC's Practice.

Objectives

- State the definition of conflict of interest, messaging, marketing, advertising.
- Apply principles and frameworks outlined in the Scope of Practice and other IBLCE documents to specific examples of promotional and advertising efforts.
- Given examples of ways to attract new clients, identify those that are both ethical and effective means for doing so.

Materials Required to Complete Course

- Audiocast
- Handout

Credits

This learning program is approved for 1.7 E-CERPs and 1.7 contact hours.

- Breastfeeding Outlook is approved by the California Board of Registered Nursing, provider # CEP15628.
- Breastfeeding Outlook is accredited as a long-term provider by the International Board of Lactation Consultant Examiners.

Requirements for Obtaining Credits

- Complete all required assignments in the course.
- Complete Post-test with 100% accuracy.
- Complete the course evaluation.

Expiration

- You will have one year from the date of purchase to complete your program and earn credits.

Disclaimers

The author discloses that she has no significant financial interests in any product or class of products discussed directly or indirectly in this learning program (including research support). This learning program has no commercial or non-commercial support. A detailed disclosure statement is found here <https://mariebiancuzzo.com/disclosures/>.



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