



Florida Addiction Treatment Coalition

FATC Ethics Agreement

As a voluntary member of FATC I agree to adhere to the following principles and terms as they apply to provide substance abuse treatment in the state of Florida:

1. Designate a FATC member representative from your treatment facility that is a member of the executive administration.
2. Member representative agrees to attend FATC meetings and not send a proxy.
3. Member representative agrees to volunteer for at least one committee and donate the time necessary to help meet the committee's agenda.
4. Member agrees to pay annual dues.
5. The facilities representative agrees to provide a copy of a valid level II background screening.
6. Member representative will submit a copy of a DCF signed affidavit of Good Moral Character.
7. The facility must maintain active DCF licensure that is free of violations for any level of care provided or advertised and submit current copies upon application and renewal.
8. Maintain active accreditation that is free of violations by The Joint Commission or CARF and submit current certification upon application and renewal.
9. I represent that my facility practices honest billing to both insurance companies and patient.
10. I represent that my facility strives to provide optimal patient care by qualified licensed professionals where applicable who have the patient's best interest in mind.
11. I agree to report any adverse events affecting my treatment facility, including negative press and legal charges of the executive or board members.
12. In accordance with FL House Bill 807 I represent that my treatment facility will do the following:
 - a. Not make false or misleading statements about services.
 - b. Not provide false or misleading information on company websites or any marketing materials.
13. I represent that my treatment facility does not contract with lead generation companies.
14. I represent that all advertisements for my facility are branded with the company name and do not engage in any deceptive advertising practices including the following as adapted by NAATP with permission:
 - a. Members must not engage in false, deceptive, or misleading statements, advertising, or marketing practices, including but not limited to, predatory web practices, payment kickbacks, services, and license and accreditation misrepresentation.
 - b. Members must be transparent regarding their identity and services. Members must provide prominent information in all their advertising, on their websites, and in their collateral marketing materials about the type and model of services, corporate entity, treatment program brand, licensing, accreditation, location of facility or facilities, and staff credentials.



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- c. Members must not utilize any form of false or misleading advertising, must not exploit patients and or families, and must not engage in competitive practices that are predatory or destructive to a collaborative marketplace.
- d. Web directories that use facilities images, name, logos, and trademarks that do not clearly identify that facility's direct phone number and website are prohibited. Banners and borders on websites that utilize a web directory's call center number, especially when conveying the appearance of being a consultant or independent specialist, are prohibited.
- e. Advertising must not include representations, including unsubstantiated representations, that are false or deceptive within the meaning of the Federal Trade Commission Act.
- f. Members must not exploit patients' dignity and rights to privacy for any purpose at any point of marketing, admissions, or care, and must adhere to patient rights, law, and regulation.
- g. Members must respect patients' rights to privacy. Patients' identities must not be revealed by a treatment provider, either in the form of photographic images, video images, media coverage, or in marketing testimonials, at any time during the client's engagement. Use of a patient's identity is permitted only following the completion of treatment and only with the patient's written informed consent.

15. I represent that my facility does not participate in patient brokering or financial inducements in any manner, including the following as adapted by NAATP with permission:

- a. Patient brokering is prohibited. No financial rewards, substantive gifts, or other remuneration may be offered for patient referrals. Members must not provide compensation for a patient referral. A member must not charge or receive compensation for providing a referral.
- b. Members may refer families or individuals to treatment or recovery support professionals, including interventionists, continuing care providers, monitoring agencies, and referral sources that offer services to patients prior to or after residential or outpatient treatment. Members must not compensate such individuals or organizations in exchange for referrals, either in the form of direct payment, consulting contracts, fee splitting, or other compensation.
- c. A FATC member may not engage in the buying and selling of patient leads. Any collection or aggregation of leads for compensation is prohibited.
- d. Offering inducements and non-clinical amenities to prospective patients is prohibited
- e. Routine waiver of patient financial responsibility related to deductibles and co-pays is prohibited. Waivers must not be provided except in the case of demonstrable financial hardship based on written objective criteria.



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I hereby acknowledge understanding of the requirements for membership in FATC. I further agree to removal from membership for violating this agreement based upon such determination by FATC. I will not hold FATC liable should I be removed for violating this agreement in any manner and will not be eligible for a refund of dues. In signing, I agree to abide by the principles and codes and affirm that I have the authorization to execute this document on behalf of the treatment facility I am affiliated with.

Legal Name of Treatment Facility

D.B.A (If applicable)

Print Name

Signature

Title

Date