MOSEBURY MEDIA

What osteopaths can claim in their advertising

Osteopaths must follow both their regulator and the advertising code. This guide explains how the two fit together.

What the regulator requires

The General Osteopathic Council requires advertising and promotional material, including website content, to be legal, decent, honest and truthful as the Advertising Standards Authority defines those terms, and to follow the advertising code.

Claims the regulator accepts

The Advertising Standards Authority publishes guidance listing conditions for which it accepts that osteopaths may claim to help. The list includes general aches and pains, some joint pains, and certain back and neck problems. Read the current list on the regulator's website before writing your pages.

Where care is needed

Claims to treat conditions outside that list need robust clinical evidence. The regulator has ruled against websites that implied osteopathy could treat a range of conditions in babies and children.

Practical steps

- Check each condition on your website against the published guidance
- Describe what you do and whom you see, without promising outcomes
- Make sure testimonials do not make claims you could not make
- Review old blog posts and social media as well as main pages

Related pages

- Marketing for osteopaths
- Search engine optimisation

Common questions

Can osteopaths use the title Dr?

Using the title could mislead patients into thinking you are a medical doctor unless you hold a relevant qualification and make its nature clear. Advertising guidance advises caution.

Does the advertising code apply to my own website?

Yes. Your website and social media count as advertising and fall within the code.

Checklist

- ☐ Every condition on our website is on the accepted list or supported by evidence
- ☐ We make no claims about treating babies or children that we cannot support
- ☐ Our testimonials make no claims we could not make
- ☐ We have reviewed old blog posts and social media
- ☐ Our registration details are shown

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