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Chapter 411@ DEPARTMENT OF HUMAN SERVICES, AGING AND PEOPLE WITH DISABILITIES AND DEVELOPMENTAL DISABILITIES

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Division 90@ NURSING FACILITIES/LICENSING - VENTILATOR ASSISTED PROGRAM (VAP)

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Section 411-090-0140@ Advertising of a Ventilator Assisted Program

411-090-0140 Advertising of a Ventilator Assisted Program

(1)

An applicant may not advertise as an endorsed Ventilator Assisted Program facility until the applicant has obtained an endorsement from the Department. A prospective Ventilator Assisted Program facility may advertise as such if they have submitted an endorsement application to the Department.

(2)

A facility with a valid endorsement may advertise it has an endorsement. However, the advertising materials may not imply or state the Department recommends or supports a specific facility.

(3)

All advertising material must be truthful and may not include or use coercive or misleading information about the endorsement of the facility.

(4)

Upon the determination that a non-endorsed facility implies or advertises they have an endorsement, the Department shall send a notice to the licensee to cease the advertising immediately. Failure to comply may result in a civil penalty as outlined in OAR 411-089-0030.