

72509 Advertising

(a)

No skilled nursing facility shall make or disseminate false or misleading statements or advertise by any other manner or means any false or misleading claims regarding facilities or services provided.

(b)

No skilled nursing facility shall use the words "Approved by the California Department of Health Services" or any other words conveying the same idea in any advertising material.

(c)

The term "rehabilitation" shall not be used unless the facility has rehabilitation services which are approved by the Department.