

## **74513 Advertisements; Misrepresentations**

No referral agency shall publish or cause to be published any false, fraudulent or misleading information, representation, notice or advertisements concerning the services or the operations of the agency. All advertisements of the referral agency, whether by means of cards, circulars, signs or in newspapers and other publications, shall specify the name and address which appears on its license. No referral agency shall give any false information or make any false promises or representation concerning the services of the agency or the qualifications of its personnel to any client who registers or applies for referral to a health facility.