

Preferred Care at Home of Princeton, Somerset and Flemington

Preferred Care at Home – Truth in Advertising Statement

All claims either written or oral used by PCAH Princeton, Somerset and Flemington for advertising, community education and marketing must adhere to the following Principles:

- Truth – all facts are true and revealed so as not to mislead anyone, this includes services allowed by credentials/license.
- Substantiation – claims made by PCAH are substantiated by evidence, which is included as part of the communication whenever possible.
- Comparisons – PCAH does not make any false, misleading or unsubstantiated statements about competitors and routinely does not use this type of advertising.
- Bait Advertising – the PCAH does not use Bait Advertising for any service it offers.
- Guarantees and Warranties – PCAH make no guarantees or warranties in its advertising or in the delivery of service.
- Price Claims – all fees quoted are legitimate and either set by contract or based on pricing policy and costs.
- Testimonials – testimonials used by PCAH are those of real clients or their family members and reflect real and honest opinions about their experience with the services of PCAH and supported by written documentation.
- Taste and Decency – PCAH ensures that all its communications are free of statements, illustration or implications, which are offensive to good taste or public decency.

Preferred Care at Home – FRAUD BUSINESS ETHICS AND CORPORATE COMPLIANCE STATEMENT