

Preferred Care at Home Northwest New Jersey – **Truth in Advertising Statement**

All claims either written or oral used by PCAH Northwest New Jersey 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

FRAUD, BUSINESS ETHICS AND CORPORATE COMPLIANCE

PREFERRED CARE AT HOME Northwest New Jersey stands for the highest level of integrity and ethical standards in relation to business practices and direct service to the people and communities served by the organization.

Therefore, it is the policy of PREFERRED CARE AT HOME to deliver service and conduct its business in compliance with all applicable laws, regulations and ethical standards and have established mechanisms to ensure conformity with laws, regulations, program requirements and guidelines, and ethical business practices by its employees.

Should you at anytime observe the staff of PREFERRED CARE AT HOME doing anything illegal or fraudulent or be asked to do something you believe to be illegal, fraudulent or unethical by a staff member, please call the agency at (973) 512-5131 and ask to speak with the company President.