

Marketing & Compliance Audit Checklist

Practitioner Name: __ Content/Platform Title: __

Purpose: Use this checklist to audit your website copy, social media posts, lead magnets, and supplement recommendations. Ensure all marketing materials align with FDA, FTC, and HIPAA regulations while maintaining the professional standards of the R.O.O.T.S. Method™.

Section 1: The Linguistic "Shield" (FDA Compliance)

Review your copy for "Disease" claims vs. "Structure-Function" claims.

- [] **No "Illegal" Verbs:** Does the copy avoid using "Cure," "Treat," "Prevent," or "Diagnose"?
- [] **Functional Language:** Are you using compliant terms like "Support," "Optimize," "Balance," or "Promote"?
- [] **Physiological Focus:** If mentioning a supplement or protocol, does it describe a *mechanism* (e.g., "Supports healthy inflammatory pathways") rather than a *pathology* (e.g., "Stops arthritis pain")?
- [] **The "Educational" Shield:** Does the page/post include the required disclaimer: "*Information is for educational purposes only and does not constitute medical advice*"?
- [] **Nutraceutical Disclaimer:** If specific supplements are mentioned, is the DSHEA disclaimer present? ("*The FDA has not evaluated these statements...*")

Section 2: Testimonials & Social Proof (FTC Compliance)

Audit your client success stories and "Before & After" narratives.

Compliance Requirement	Status	Notes/Adjustments Needed
"Results Not Typical"	[]	If the result is extraordinary, is the disclosure visible?
Material Connection	[]	If the client was incentivized/discounted, is it disclosed?
Journey vs. Destination	[]	Does the story focus on "Quality of Life" rather than "Cure"?

Compliance Requirement	Status	Notes/Adjustments Needed
No Disease Claims	[]	Did you edit the client's quote to remove diagnosis names?

Section 3: Data Privacy & Lead Gen (HIPAA Compliance)

Review your contact forms and lead magnets.

- [] **Secure Intake:** If you ask for health struggles in a form, is the platform HIPAA-compliant (e.g., Practice Better, JotForm HIPAA)?
- [] **Double Opt-In:** Does your email marketing service require a confirmed subscription to ensure consent?
- [] **Pixel Check:** Are you certain you aren't sending Protected Health Information (PHI) to third-party trackers (Facebook/Google) via your forms?
- [] **Public Privacy:** Are you avoiding the use of client names or specific health details in public social media comments?

Section 4: Ethical Reflection

Compliance Score: Total [] checked / 13 total items.

Action Plan for Non-Compliant Items:

Reflection: Does this content build a reputation of *authority and empowerment*, or does it rely on *fear and sensationalism*?

Final Approval:

- [] **READY TO POST:** Content meets all FDA/FTC/HIPAA guidelines.
 - [] **REVISE:** Content requires linguistic adjustments before publication.
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AccrediPro Standards Institute Certified Tool R.O.O.T.S. Method™ Compliance Framework
