

**6500.0400 PROFESSIONAL CONDUCT.**

Subpart 1. **Title.** When using the title "Doctor" or its abbreviation "Dr.", the abbreviation "O.D." shall not be used as a suffix to the name. However, when using the title or abbreviation before the name, the name shall be followed by the explanatory term "Optometrist."

Subp. 2. **Use of hyphenated title.** For an optometrist to use a hyphenated term connecting the practice of optometry with any business properly considered foreign to the subject of eyes and refraction is considered misleading and constitutes unprofessional conduct.

Subp. 3. **Employment of cappers or steerers.** Any optometrist employing or engaging for a salary, fee, or commission any person, firm, or corporation to steer, solicit, lure, or entice any person to come to the optometrist's office or branch office for optometric service is considered as employing "cappers" or "steerers" to obtain business and this constitutes unprofessional conduct.

Subp. 4. **Transfer of practice.** In the event an optometric practice is transferred to a duly licensed optometrist, said transferee may, through professional cards, stationery, signs, or other permissible forms of announcement, identify the transferee as having acquired the practice, provided that no such announcement shall be used or displayed more than two years after the date of transfer. During said two-year period the name or names of those from whom the practice was transferred shall not appear in letters larger than the letters used in the name of the transferee.

**Statutory Authority:** *MS s 148.53*

**History:** *17 SR 1279*

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