SOAPM-PPMA Listserv Solicitation Policy

The Section on Administration and Practice Management (SOAPM) and Pediatric Practice Managers Alliance (PPMA) have members who act as vendors and/or consultants from varying business interests. The expertise and input from these members is valuable to the discussions on the Listservs. The following policy is intended to set boundaries for these discussions and to protect all members.

1. SOAPM and PPMA members are prohibited from using the Listserv for commercial purposes, personal business or private gain (e.g., buying or selling items, advertising, directly endorsing or promoting a commercial product). This is different from the typical discourse on the Listserv such as "can anyone recommend a service they have been pleased with?" As a representative of an organization that provides such services, you should not participate in these discussions. However, you may respond to a direct question about your product/service, but be sure to disclose that you are representing that organization. We do not want to squelch helpful advice, but we also do not want the Listserv to become a free advertising tool full of unwanted solicitations and spam.

2. Some members offer webinars, seminars, etc. at no cost. These events are fine to share but should be vetted via email to the SOAPM Chairperson and the AAP Manager, Practice Management in advance.

3. Solicitation is prohibited based upon information from the Listserv. Members may not collect personal contact information or contact members (unless requested by the member) as a result of their participation on the Listserv. In addition, members may not collect information from members by way of survey for personal business or private gain. Any requests to survey should be vetted via email to the SOAPM Chairperson and AAP Manager, Practice Management.

4. If SOAPM and PPMA members want to advertise their events, members can post to the ‘Events’ page on the SOAPM website (Coming Soon) where upcoming events, seminars, etc. can be advertised. To offset costs, members must pay dues at the Vendor/Consultant rate to post to the Events page. On a monthly basis, the AAP Manager, Practice Management, circulates the SOAPM Netiquette rules. The AAP Manager, Practice Management, will add a link at the bottom of that posting that will bring you to the Events page that will include SOAPM member events/activities. The intent of this website is to offer value for our partners and provide an appropriate forum for our members who are interested in those activities. This allows members to seek out the advertising rather than the advertising being unsolicited and intrusive. In addition, there are numerous advertising opportunities offered by the AAP at http://www.aap.org/en-us/about-the-aap/advertise-with-aap/Pages/Advertise-with-AAP.aspx.

5. Any questions or violation of the above policy should be sent to the Chairperson and AAP Manager, Practice Management. Violations could result in removal from the Listserv.