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South Dakota Board of Examiners of Psychologists  
810 N Main St Suite 298  
Spearfish, SD 57783

June 13, 2022

Dear Board Members:

I am writing to inform you of an ethical issue I have encountered. A website, [www.caredash.com](http://www.caredash.com), has created an unauthorized profile of me which misrepresents my credentials, place of employment, scope of practice, and professional services. They have linked this profile to my National Provider Identifier (NPI), and so it is possible and likely that future or existing clients will find this profile when seeking out information about me.

When potential clients find this listing, there is an option to request an appointment with me. This links to the website Better Help and not to my services.

I am not now, nor have I ever been, employed by or worked with Better Help in a professional capacity. I have ethical concerns about Better Help's lack of commitment to privacy and confidentiality as well as their disregard for licensure laws around state lines and client safety.

Section 5.01 of the Ethical Principles of Psychologists and Code of Conduct states, "Psychologists do not make false, deceptive, or fraudulent statements concerning (1) their training, experience, or competence; (2) their academic degrees; (3) their credentials; (4) their institutional or association affiliations; (5) their services." As such, I have submitted a request to Care Dash to remove my profile due to its false information about my affiliations and credentials, and I am awaiting their response. However, their website states that they will not remove profiles for any reason, so I do not anticipate that they will comply with my request.

Care Dash's website indicates that, if a provider wants to correct information posted on their site, that provider must "claim" their profile and manage it themselves. Due to the unethical nature of the site, I cannot have my name affiliated with Care Dash, and I feel that claiming my profile would lend them credibility in using my name and reputation to promote Better Help's services.

This letter is to inform the Board that I have not made false statements about my experience, credentials, affiliations, scope of practice, or services. This profile is fraudulent, and I am currently seeking legal counsel for options to have it taken down. I ask that the Board understand that I have not committed an unethical behavior and thus no action needs to be taken.



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I furthermore recommend that the board inform other psychologists licensed in South Dakota about Care Dash and its unethical and fraudulent representation, as Care Dash seems to have thousands of unauthorized and inaccurate profiles featured on its site.

Thank you for your time. Please contact me with any questions you have.

Sincerely,

A handwritten signature in black ink that reads "Amy L. Marschall Psy.D." The signature is fluid and cursive.

Amy L. Marschall, Psy.D.  
Licensed Psychologist  
South Dakota License #544