

HB 1622 -- Advertisements for Health Care Services

Sponsor: Jones (117)

This bill requires any advertisement for health care services including, but not limited to, business cards, email, Internet, audio and video, or any other business communication or statement that names a health care provider to identify the type of license of the provider and prohibits the advertisement from containing any information that misstates, falsely describes, or withholds details of a health care provider's profession, skills, training, expertise, education, certification, or licensure. A medical or osteopathic doctor is prohibited from claiming to be a board-certified physician in any advertisement unless:

(1) The full name of the certifying board and the name of the specialty or subspecialty is included; and

(2) The certifying board is a member of the American Board of Medical Specialties (ABMS), an ABMS equivalent approved by the Board of Healing Arts within the Department of Insurance, Financial Institutions and Professional Registration or the American Osteopathic Association (AOA) or the board requires successful completion of a postgraduate residency program approved by the Accreditation Council for Graduate Medical Education or AOA that provides complete training in the certified specialty and prior specified certification for the residency. A health care provider who violates any of these provisions will be subject to disciplinary action by his or her appropriate licensing board.