



April 3, 2024

**SUMMARY OF BILL AS AMENDED (015096, 017647):** Enacts the *Healthcare Provider Advertising Law*. Requires an advertisement that includes a healthcare practitioner's name to prominently state the profession or license held by the practitioner. Requires a written advertisement that includes a practitioner's name to prominently state the profession or license held by the practitioner in a readily apparent font size and style. Prohibits an advertisement from including any deceptive or misleading information. Establishes that a practitioner who communicates or disseminates an advertisement that violates the requirements of the legislation is subject to disciplinary sanctions by the board that issued the practitioner's license.

Establishes the definition for what constitutes the "practice of medicine," includes attaching certain abbreviations or words to a name indicating that a person is engaged in the practice of medicine or osteopathic medicine, excluding licensed optometrists. Requires certain practitioners of dentistry to keep a copy of the person's license or certificate of registration displayed in the office or place in which the person practices, and to display such practitioner's name prominently at the entrance to the office. Does not prohibit a practitioner from using the practitioner's name, title, or profession that is allowed under the practitioner's practice act or another state law.

**FISCAL IMPACT OF BILL AS AMENDED:**

**NOT SIGNIFICANT**

Assumptions for the bill as amended:

- The cost of any new healthcare provider advertisements will be borne by private practitioners and will not have an impact on state or local government.
- The proposed legislation will not have a significant impact on the policies or procedures of the health-related boards or the Department of Health. Any additional disciplinary hearings can be conducted in the course of normal business.
- Any fiscal impact is estimated to be not significant.

**CERTIFICATION:**

The information contained herein is true and correct to the best of my knowledge.

Handwritten signature of Krista Lee Carsner in black ink.

Krista Lee Carsner, Executive Director

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