

Support S.4651-A, Griffo/A.7129-A, Stirpe: AN ACT to amend the education law, in relation to enacting the health care professional transparency act.

The Problem:

Studies confirm increasing patient confusion regarding the many types of health care providers - including physicians, nurses, physician assistants, technicians and other varied providers. A survey conducted by the AMA's Scope of Practice Partnership revealed:

- **54 percent** of patients incorrectly believe an optometrist is a medical doctor;
- **35 percent** of patients believe a nurse with a "doctor of nursing practice" degree is a medical doctor;
- **44 percent** of patients believe it is difficult to identify who is a licensed medical doctor and who is not by reading what services they offer, their title and other licensing credentials in advertising or other marketing materials.



There is a wide spectrum of training and expertise among caregivers. **In a clinical setting, it is often impossible for patients to know whether the person providing their care is a physician, nurse, physician assistant, pharmacist, dentist, or dental hygienist, for example.**

The Solution:

Enactment of this measure would provide greater transparency concerning the credentials of health care professionals in their advertisements and in their one on one interaction with health professionals in clinical settings. This will assist the public in making informed decisions concerning the providers from whom they seek treatment.

The bill would:

- ✚ require that advertisements for services to be provided by health care practitioners identify the type of professional license held by the health care professional;
- ✚ require all advertisements to be free from any and all deceptive or misleading information; and
- ✚ require health care practitioners to wear an identification name tag during patient encounters that includes the type of license held by the practitioner.

Please Become a Co-Sponsor and/or Vote in Support of S.4651-A/A.7129-A.

Thank you!