



408 Kenwood Ave • Delmar, NY 12054

MEMORANDUM IN SUPPORT

S.5493 (Griffo)

AN ACT to amend the education law, in relation to enacting the health care professional transparency act

The NY Coalition of Specialty Care Physicians, nine state surgical and medical organizations, strongly supports S.5493 which would require appropriate identification of all health professionals in their one on one interaction with patients and in their advertisements to the public.

Failure to identify the title, type of license and certification held by health care professionals in their advertisements would be deemed professional misconduct. Health care professionals representing themselves as board-certified would need to disclose the full name of the certifying board. Ambiguous nomenclature, related advertisements and marketing, and the myriad of individuals one encounters at each point of service all contribute to patient confusion. Patient autonomy and decision-making are jeopardized by uncertainty and misunderstanding in the health care patient-provider relationship.

Importantly, this bill will require advertisements for health care services identify the type of professional license and board certification (if applicable) held by the health care professional. In addition this measure would require all advertisements to be free from any and all deceptive or misleading information.

Studies conducted by the AMA Scope of Practice Partnership confirm increasing patient confusion regarding the many types of health care providers. found that patients are undeniably confused about the training and credentials of various health care practitioners (eg, 54% believed that an optometrist was a medical doctor; 35% of respondents believe that a nurse with a “doctor of nursing practice” degree is a physician; and 44% believe it is difficult to identify who is a physician who is not be reading what services they offer, their title and other licensing credentials in advertising or other marketing materials). AMA surveys have also found that 87% of those asked would support state legislation requiring all health care advertising materials to clearly designate the level of education, skills and training of all health care professionals promoting their services. Clarity in advertising will create a more informed and knowledgeable health care public.

For all of these reasons, the NY Coalition of Specialty Care Physicians strongly supports S.5493, The Health Care Professional Transparency Act, and urges its passage.

NYS Ophthalmological Society • NYS Society of Orthopaedic Surgeons • NYS Society of Otolaryngology-Head and Neck Surgery • NYS Society of Physical Medicine and Rehabilitation • NYS Society of Surgeons • NYS Society of Plastic Surgeons • New York State Psychiatric Association • Medical Society of the State of NY • NYS Society of Anesthesiologists