

STATEMENT OF PURPOSE

RS20279

In today's healthcare environment, patients see many advertisements regarding different services that are provided by different healthcare professionals. The result is confusion about the qualifications of someone to provide specific patient care. This undermines the reliability of the healthcare system and can put patients at risk. It is important to inform patients of the training and qualifications of the healthcare practitioners who provide healthcare services. It is also important to protect the public from potentially misleading and deceptive healthcare advertising that might cause patients to have inaccurate and inappropriate expectations regarding their treatment. By asking all medical professionals to accurately and clearly disclose their training and qualifications to patients, Idahoans can make more informed choices about their healthcare. This legislation does not restrict or expand the scope of any licensed healthcare provider; it simply provides transparency and gives authority to healthcare licensure boards to regulate the honest and accurate self-identification of all healthcare providers.

FISCAL NOTE

This legislation will have no impact on the General Fund.

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