

2025 Regular Session

HOUSE BILL NO. 423

BY REPRESENTATIVE LACOMBE

Prefiled pursuant to Article III, Section 2(A)(4)(b)(i) of the Constitution of Louisiana.

HEALTH CARE/PROVIDERS: Provides relative to healthcare providers displaying evidence of proper licensure in advertising

1 AN ACT

2 To amend and reenact R.S. 37:22 and 1743.1(A) and R.S. 51:413(B), relative to healthcare
3 professionals; to require healthcare professionals to display evidence of proper
4 licensure in person or in advertisements; to provide for sanctions for
5 misrepresentation of licensure by a healthcare professional; to provide for
6 enforceability; to make technical corrections; and to provide for related matters.

7 Be it enacted by the Legislature of Louisiana:

8 Section 1. R.S. 37:22 and 1743.1(A) are hereby amended and reenacted to read as
9 follows:

10 §22. Identification of ~~health-care~~ healthcare ~~providers~~ professionals

11 A. It is the intent of the legislature in enacting this Section to promote,
12 preserve, and protect the public health, safety, and welfare by ~~insuring~~ ensuring the
13 availability of certain minimum information concerning the licensure of individuals
14 who provide ~~health-care~~ healthcare services to consumers in this state. Therefore,
15 ~~nothing shall prohibit~~ a licensed ~~health-care~~ healthcare ~~provider~~ professional ~~from~~
16 ~~displaying~~ shall display on his person while providing healthcare, as well as in any
17 advertisements in print or electronic or social media, his professional credentials or
18 identification utilizing professional licensure terms or terminology as provided for
19 within the laws, rules, or regulations which govern the licensure of ~~such health-care~~
20 healthcare ~~providers~~ professionals.

Proposed law extends this requirement by requiring healthcare professionals to also display proper licensure in any advertisement, whether in print or on electronic, or on social media. Proposed law also makes technical corrections.

Present law prohibits a healthcare professional, who is providing direct patient care, from presenting himself as a "Doctor" or "Dr." without specifying what type of professional license he holds or the degree he has.

Proposed law clarifies that the healthcare professional can specify what type of doctorate he possesses by using his professional license, degree, or both. Proposed law otherwise retains present law.

Present law provides that any violation of present law (R.S. 51:413) shall be enforceable and subject to the penalties of applicable state law governing unfair trade practices and consumer protection.

Proposed law adds that any violation of present law shall also be enforceable under any rules promulgated by the licensing board for the professional's profession or occupation. Proposed law otherwise retains present law.

(Amends R.S.37:22 and 1743.1(A) and R.S. 51:413(B))

Summary of Amendments Adopted by House

The Committee Amendments Proposed by House Committee on Health and Welfare to the original bill:

1. Change terminology from "providers" to "professionals".
2. Change that any violation of present law shall no longer be enforceable under rules promulgated by the licensing board for the Louisiana Department of Health