



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

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AN ACT

To enact Chapter 62 of Title 51 of the Louisiana Revised Statutes of 1950, to be comprised of R.S. 51:3221 through 3223, relative to unfair and deceptive acts or practices; to provide relative to advertisement for legal services relating to prescription drugs or medical devices; to provide relative to the use of certain health information for the purpose of soliciting legal services; to provide for requirements and disclosures in an advertisement; to provide for definitions, terms, conditions, and procedures; to provide for penalties; and to provide for related matters.

Be it enacted by the Legislature of Louisiana:

Section 1. Chapter 62 of Title 51 of the Louisiana Revised Statutes of 1950, comprised of R.S. 51:3221 through 3223, is hereby enacted to read as follows:

**CHAPTER 62. ADVERTISEMENT FOR LEGAL SERVICES**

**§3221. Advertisement for legal services; unfair or deceptive acts or practices**

**A. For the purposes of this Section:**

**(1) "Advertisement for legal services" means a solicitation for legal services through a media entity. "Advertisement for legal services" shall include solicitation through a media entity by a person with the intent to transfer data obtained from the consumer to one or more attorneys for legal services.**

**(2) "Media entity" means a radio broadcast station, television broadcast station, cable television company, newspaper company, periodical company, billboard company, advertisement agency, media platform, or bona fide news or public interest website operator.**

**B. An advertisement for legal services shall not do any of the following:**

**(1) Present the advertisement as a medical alert, health alert, drug alert, public service announcement, or substantially similar phrase that suggests to**

1 a reasonable viewer the advertisement is offering professional, medical, or  
2 government agency advice about any medication or medical device rather than  
3 legal services.

4 (2) Display the logo of a federal or state government agency in a manner  
5 that suggests to a reasonable viewer the advertisement is presented by a federal  
6 or state government agency or by an entity approved by or affiliated with a  
7 federal or state government agency.

8 (3) Use the term "recall" when referring to a product that has not been  
9 recalled in accordance with applicable state or federal regulation.

10 C.(1) An advertisement for legal services soliciting a client who may  
11 allege injury from a prescription drug or medical device approved by the  
12 United States Food and Drug Administration shall state all of the following:

13 (a) "This is a paid advertisement for legal services". This statement shall  
14 appear at the beginning of the advertisement.

15 (b) The identity of the sponsor of the advertisement.

16 (c) Either the identity of the attorney or law firm primarily responsible  
17 for providing solicited legal services to a person who engages the attorney or law  
18 firm in response to the advertisement or how a responding person's case is  
19 referred to an attorney or law firm if the sponsor of the advertisement is not  
20 legally authorized to provide legal services.

21 (d) The drug or medical device remains approved by the United States  
22 Food and Drug Administration, unless the drug or medical device has been  
23 recalled in accordance with applicable state or federal regulation.

24 (2) An advertisement for legal services soliciting a client who may allege  
25 an injury from a prescription drug approved by the United States Food and  
26 Drug Administration shall include the following statement: "Consult your  
27 physician before making decisions regarding prescribed medication or medical  
28 treatment."

29 D. The statements required to appear in an advertisement for legal  
30 services pursuant to this Section shall be made in written and verbal formats,

1 except as follows:

2 (1) If the statements appear in an advertisement for legal services that  
3 is in print format only, including but not limited to a newspaper or other  
4 periodical advertisement, the statements shall be in writing.

5 (2) If the statements appear in an advertisement for legal services that  
6 is in audible format only, including but not limited to a radio advertisement, the  
7 statements shall be made verbally.

8 E.(1)(a) A written statement to appear in an advertisement for legal  
9 services pursuant to this Section shall be presented clearly, conspicuously, and  
10 for a sufficient length of time for a reasonable viewer to see and read the  
11 statement.

12 (b) A court may determine that a written statement in an advertisement  
13 for legal services is in compliance with the provisions of this Section if the  
14 statement is presented in the same size and style of font and for the same  
15 duration as a printed reference to the telephone number or website of the entity  
16 through which a person responding to the advertisement is to contact for the  
17 legal services solicited in the advertisement.

18 (2)(a) A verbal statement required to appear in an advertisement for  
19 legal services pursuant to this Section shall be audible, intelligible, and  
20 presented with equal prominence as the other parts of the advertisement.

21 (b) A court may determine that a verbal statement in an advertisement  
22 is in compliance with the provisions of this Section if the statement is made at  
23 approximately the same volume and uses approximately the same number of  
24 words per minute as the voice-over of longest duration in the advertisement  
25 other than information required by this Section.

26 F. A violation of this Section shall be a deceptive and unfair trade  
27 practice and shall subject the violator to all penalties provided for in the Unfair  
28 Trade Practices and Consumer Protection Law, R.S. 51:1401 et seq.

29 G. If the Rules of Professional Conduct Committee or any designated  
30 subcommittee of the Louisiana State Bar Association reviews, in accordance

1 with the committee's procedures, an advertisement for legal services for  
2 compliance before the first dissemination of the advertisement and informs the  
3 sponsor of the advertisement that the advertisement is in compliance with the  
4 provisions and applicable advertising standards provided in the Rules of  
5 Professional Conduct, no person may pursue an action under Subsection F of  
6 this Section. However, if a legal advertisement is not reviewed by the Rules of  
7 Professional Conduct Committee or any designated subcommittee of the  
8 Louisiana State Bar Association, a person may only pursue an action under  
9 Subsection F of this Section pursuant to the provisions of R.S. 51:1409.

10 H.(1) The provisions of this Section shall not apply to any media entity  
11 responsible for the production or publication of any advertisement found to be  
12 in violation of this Section.

13 (2) The carriage, distribution, transmission, or display of any  
14 advertisement, including but not limited to those for legal services, by a media  
15 entity shall not be considered a violation of this Section.

16 §3222. Use of protected health information to solicit for legal services; unfair or  
17 deceptive acts or practices

18 A. As used in this Section, the following definitions shall apply:

19 (1) "Protected health information" shall have the same meaning as  
20 provided for that term in 45 CFR §160.103.

21 (2) "Solicit" means offering to provide legal services by print, video or  
22 audio recording, or electronic communication, or by personal, telephone, or  
23 real-time electronic contact.

24 B. A person shall not use, cause to be used, obtain, sell, transfer, or  
25 disclose protected health information to another person for the purpose of  
26 soliciting an individual for legal services without written authorization from the  
27 individual who is the subject of the information.

28 C. Any violation of this Section shall be a deceptive and unfair trade  
29 practice and shall subject the violator to all penalties provided for in the Unfair  
30 Trade Practices and Consumer Protection Law, R.S. 51:1401 et seq.

1                    D. This Section shall not apply to the use or disclosure of protected  
 2                    health information to an individual's legal representative in the course of any  
 3                    judicial or administrative proceeding or as otherwise permitted or required by  
 4                    law.

5                    §3223. Regulation of the practice of law; applicability

6                    The provisions of this Chapter shall not limit or otherwise affect the  
 7                    authority of the Louisiana Supreme Court to regulate the practice of law,  
 8                    enforce the Louisiana Rules of Professional Conduct, or discipline any person  
 9                    admitted to the state bar.

\_\_\_\_\_  
PRESIDENT OF THE SENATE

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SPEAKER OF THE HOUSE OF REPRESENTATIVES

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GOVERNOR OF THE STATE OF LOUISIANA

APPROVED: \_\_\_\_\_

**VETO MESSAGE**

"Please be advised that I have vetoed Senate Bill 43 of the 2021 Regular Session.

I have vetoed this bill for the same reasons that I vetoed Senate Bill 395 from the 2020 Regular Session, a very similar bill to Senate Bill 43 (see attached). Senate Bill 43 is likely unconstitutional in that it vests regulation of attorney advertising with the legislature and the Attorney General rather than the Louisiana Supreme Court. I did sign into law Senate Bill 115 of the 2020 Regular Session on this same issue, and the Louisiana Supreme Court published rules regarding regulation of attorney advertising just last month. Those rules can be found at [https://www.lasc.org/press room/press releases/2021/2021-14-Order Amending LA Professional rules of Conduct Attorney Advertising Rules.pdf](https://www.lasc.org/press%20room/press%20releases/2021/2021-14-Order%20Amending%20LA%20Professional%20rules%20of%20Conduct%20Attorney%20Advertising%20Rules.pdf). Should additional changes be needed in the area of attorney advertising, it should be done by the Louisiana Supreme Court in a manner consistent with the Louisiana and United States constitutions."