

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 (B) and R.S. 51:413(B), relative to
3 healthcare providers; to require healthcare providers to display evidence of proper
4 licensure in person or in advertisements; to provide for sanctions for
5 misrepresentation of licensure by a healthcare provider; to provide for enforceability;
6 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) and (B) are hereby amended and reenacted to
9 read as follows:

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

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 ~~from displaying~~ shall
16 display on his person, as well as in any advertisements in print or electronic or social
17 media, his professional credentials or identification utilizing professional licensure
18 terms or terminology as provided for within the laws, rules, or regulations which
19 govern the licensure of ~~such health care~~ healthcare providers.

Present law provides that the legislative intent behind present law is to promote, preserve, and protect public health, safety, and welfare by ensuring proper licensure of healthcare providers who provide healthcare services in this state.

Proposed law makes technical corrections and otherwise retains present law.

Present law requires a licensed healthcare provider to display on his person his professional credentials or identification.

Proposed law extends this requirement by requiring healthcare providers 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 provider, 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 provider 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 provider's profession or occupation or by the La. Dept. of Health. Proposed law otherwise retains present law.

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