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	\underline{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 <u>healthcare</u> 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.

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CODING: Words in struck through type are deletions from existing law; words <u>underscored</u> are additions.

1	B. As used in this Section, "healthcare provider" means any healthcare		
2	provider as defined in R.S. 40:1231.1.		
3	* * *		
4	§1743.1. Use of the title "Doctor" or "Dr." by certain healthcare providers		
5	A. No healthcare provider, while providing direct patient care, shall present		
6	himself, whether orally or in writing, to a patient using the title of "Doctor" or the		
7	abbreviation of "Dr." as a prefix to his name without using a suffix to denote either		
8	the type of professional license held by the healthcare provider, or the degree, or both		
9	to which he is entitled by reason of his diploma of graduation from a school or other		
10	entity, professional or otherwise.		
11	B. Any healthcare provider who uses the title of "Doctor" or the abbreviation		
12	of "Dr." in any manner inconsistent with the provisions of this Section may be		
13	sanctioned in accordance with rules promulgated by the licensing board for that		
14	provider's profession or occupation or by the Louisiana Department of Health.		
15	* * *		
16	Section 2. R.S. 51:413(B) is hereby amended and reenacted to read as follows:		
17	§413. Advertising using the term "Doctor" or "Dr."		
18	* * *		
19	B. Any violation of this Section shall be enforceable under in accordance		
20	with the provisions and subject to the penalties of the Unfair Trade Practices and		
21	Consumer Protection Law and any rules promulgated by the licensing board for the		
22	provider's profession or occupation or by the Louisiana Department of Health.		

DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

HB 423 Original	2025 Regular Session	LaCombe

Abstract: Requires a licensed healthcare provider to display evidence of proper licensure on his person or in advertisements.

<u>Present law</u> provides that the legislative intent behind <u>present law</u> 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.

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

<u>Proposed law</u> 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. <u>Proposed law</u> also makes technical corrections.

<u>Present law</u> 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.

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

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

<u>Proposed law</u> adds that any violation of <u>present law</u> 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. <u>Proposed law</u> otherwise retains <u>present law</u>.

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