

STATE OF NEW YORK

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4651--A

2015-2016 Regular Sessions

**IN SENATE**

April 1, 2015

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Introduced by Sens. GRIFFO, AVELLA, ESPAILLAT, PARKER -- read twice and ordered printed, and when printed to be committed to the Committee on Higher Education -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee

AN ACT to amend the education law, in relation to enacting the health care professional transparency act

**The People of the State of New York, represented in Senate and Assembly, do enact as follows:**

- 1 Section 1. Short title. This act shall be known and may be cited as

2 the "health care professional transparency act".

3 § 2. The education law is amended by adding a new section 6511-a to

4 read as follows:

5 **§ 6511-a. Health care professional transparency. 1. Definitions. For**

6 **purposes of this section:**

7 **a. "Advertisement" means any communication or statement, whether**

8 **printed, electronic or oral, that names the health care practitioner in**

9 **relation to his or her practice, profession, or institution in which the**

10 **individual is employed, volunteers or otherwise provides health care**

11 **services. Advertisement includes business cards, letterhead, patient**

12 **brochures, e-mail, internet, audio and video and any other communication**

13 **or statement used in the course of business.**

14 **b. "Deceptive" or "misleading" means, but is not limited to, any**

15 **advertisement or affirmative communication or representation that**

16 **misstates, falsely describes, holds out or falsely details the health**

17 **care practitioner's profession, skills, training, expertise, education,**

18 **board certification or licensure.**

19 **c. "Health care practitioner" means a person who is licensed, certi-**

20 **fied or registered pursuant to this title.**

21 **2. Advertisement requirements. a. An advertisement for health care**

22 **services that names a health care practitioner must identify the type of**

23 **license held pursuant to the definitions under this section. The adver-**

EXPLANATION--Matter in **italics** (underscored) is new; matter in brackets

[ ] is old law to be omitted.

1 tisement shall be free from any and all deceptive or misleading informa-  
2 tion.

3 b. A health care practitioner providing health care services in this  
4 state must conspicuously post and affirmatively communicate the practi-  
5 tioner's specific licensure in accordance with this section. This shall  
6 consist of the following:

7 (1) The health care practitioner shall wear a photo identification  
8 name tag during all patient encounters that shall include (i) the prac-  
9 itioner's name; (ii) large bold lettering which specifies the type of  
10 license held by the practitioner; and (iii) the expiration date of the  
11 license. The name tag shall be of sufficient size and be worn in a  
12 conspicuous manner so as to be visible and apparent; and

13 (2) The health care practitioner shall display in his or her office a  
14 document that clearly identifies the type of license held by the health  
15 care practitioner. The writing shall be of sufficient size so as to be  
16 visible and apparent to all current and prospective patients. For  
17 purposes of this section, the term office does not apply to any part of  
18 a general hospital as that term is defined in subdivision ten of section  
19 twenty-eight hundred one of the public health law.

20 c. A health care practitioner who practices in more than one office  
21 shall be required to comply with these requirements in each practice  
22 setting.

23 § 3. Section 6509 of the education law is amended by adding a new  
24 subdivision 15 to read as follows:

25 **(15) Failing to comply with advertisement and identification require-**  
26 **ments pursuant to section sixty-five hundred eleven-a of this article.**

27 § 4. Section 6530 of the education law is amended by adding a new  
28 subdivision 50 to read as follows:

29 **50. Failing to comply with advertisement and identification require-**  
30 **ments pursuant to section sixty-five hundred eleven-a of this title.**

31 § 5. This act shall take effect immediately