

RESOLUTION

Subject: Strengthening Patient Transparency through the "Truth in Healthcare Professional Services Act"

Submitted by: Greater Louisville Medical Society

Referred to: Reference Committee

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WHEREAS, patients deserve clear and transparent information regarding the education, training, and professional licensure of their healthcare providers to make informed decisions about their care; and

WHEREAS, there is an increasing number of healthcare practitioners who hold doctoral-level degrees but are not licensed as physicians (MD or DO), leading to significant public confusion when the title "Doctor" is used in a clinical or marketing setting; and

WHEREAS, current Kentucky Revised Statute (KRS) 311.375 focuses primarily on the relative font size of titles but does not mandate the disclosure of specific license types in all forms of patient interaction and digital advertising; and

WHEREAS, the American Medical Association (AMA) has developed model legislation for the "Truth in Healthcare Professional Services Act" to ensure that all healthcare professionals accurately and clearly disclose their training and qualifications; and

WHEREAS, national data shows that 88 percent of patients believe healthcare providers should be required to display their level of training and legal licensure clearly; now, therefore, be it

RESOLVED, that KMA advocate for legislation to promote transparency and prevent patient confusion regarding the licensure, credentials, qualifications, and scope of practice of healthcare professionals; and be it further

RESOLVED, that such legislation should require all healthcare professionals to wear a name tag during all patient encounters that clearly identifies the professional license they hold; and be it further

RESOLVED, that KMA seek to require that all healthcare advertisements, including websites and social media profiles, clearly state the practitioner's specific license type and prohibit the use of deceptive or misleading language that implies a scope of practice or level of training not supported by the practitioner's license; and be it further

RESOLVED, that KMA collaborate with the Kentucky General Assembly to ensure that any individual using the title "Doctor" or "Dr." in a clinical setting must immediately follow that title with their specific license or degree in a manner that is clearly audible or legible to the patient; and be it further

RESOLVED, that the KMA support legislation mandating that the title “physician” only be used by an individual who holds a Doctor of Medicine (M.D.) or Doctor of Osteopathic Medicine (D.O.) degree, or an equivalent degree after finishing the required studies at an approved school of medicine or osteopathic medicine.