Connecticut State Medical Society Testimony
House Bill 6284 An Act Concerning The Advertising Of Services By Health Care Professionals
Public Health Committee
March 11, 2015

Senator Gerratana, Representative Ritter and Members of the Public Health Committee, on behalf of the physicians and physicians in training of the Connecticut State Medical Society (CSMS) and the American College of Surgeons Connecticut Chapter (CTACS), thank you for the opportunity to provide this testimony in support of House Bill 6284 An Act Concerning The Advertising Of Services By Health Care Professionals. This legislation would require health care professionals to disclose information regarding training, education and experience to the general public who wish to obtain health care services.

The healthcare landscape is rapidly changing. As team based care delivery systems develop and proliferate more patients are in contact with an increasing number and type of health care professionals. In addition, more health professionals are increasing in scope and volume the medical and health care services they provide directly to patients. This can provide confusion for patients seeking health care services if there is not a clear understanding of the training, education and experience of the health care professional providing the medical and health care services.

With the escalating costs of health care and an ever-growing variety of health care choices, patients should know exactly who is providing their care and what qualifications to diagnose, prescribe, and treat the health care professional possesses. Asking medical professionals to display credentials, training information and their capabilities allows patients to make informed choices about their health care. In a recent survey conducted by the American Medical Association (AMA), 88 percent of patients believe that health care providers should be required to display their level of training and licensure in a clear and transparent manner. This includes full disclosure in all advertising and marketing materials viewed by the public making health care choices.

Health care professionals should be proud of their profession, license, training, education and experience. They should proudly disclose this information so that patients can make the best decisions about who might be most appropriate to provide needed health care services.

We welcome the opportunity to work with this committee to ensure that appropriate information is disclosed to those seeking health care services in a transparent, clear and concise manner that informs patient medical treatment decisions. It should not be a “buyer beware” mentality when dealing with health care delivery. Rather, we should make sure that patients are protected by having the most relevant information about the health care professionals who are licensed in the State of Connecticut.