



NATIONAL ASSOCIATION OF
CLINICAL NURSE SPECIALISTS

Learn the Truth about AMA's Truth in Advertising Campaign

Background

The American Medical Association (AMA) initiated Truth In Advertising" legislation in 2009 that was in response to the increasing number of healthcare providers being prepared at the doctoral level and the confusion that the AMA believed would occur as patients encountered these doctorate prepared practitioners. The AMA campaign includes a federal legislative effort, as well as state initiatives that have been introduced through state medical societies, with the financial and campaign support of the AMA's Scope of Practice Partnership. AMA has prepared a resource kit for its members to promote this legislation at the state level.

This legislation is considered by many practitioners and providers to be unnecessary and duplicative, as current state and federal HIPAA laws make it illegal for health care professionals to misrepresent their licensure, credentials, training, education, or clinical expertise to patients and contain requirements to clearly identify health care providers and protect the public.

In the last three years, many states have seen medical associations bring forward the AMA's "Truth in Advertising" (TIA) legislation aimed at limiting titling use in the clinical setting and on advertising.

The National Association of Clinical Nurse Specialists (NACNS) supports the use of the title "doctor" for those nurses that have graduated from a doctoral nursing program and believes that this legislation is unnecessary and duplicative of existing state and federal law that already contain requirements to clearly identify health providers and protect the public.

The following [analysis](#) completed by the American Association of Nurse Anesthetists (AANA) provides more detail on the background and legislation.

What can you do?

If you are in a state that is considering legislation of this type, you can go to page 6 of AANA's analysis where there are listed options for addressing the truth in advertising legislation. On page 7 there are Talking Points that can be used when discussing the initiative with your legislators and on page 8 there are Arguments/Responses for the issue.

If you are aware of transparency legislation in your state, please contact Pamela Mittelstadt, Consultant to NACNS, at pammittel@aol.com.