

## RESOLUTION #17

**Introduced by:** Middlesex County Medical Society

**Subject:** **Truth in Medical Advertising**

**Referred to:** Reference Committee

1 Whereas, it is at all times impossible to determine the training and credentials of the health  
2 care practitioner advertising in the media; and  
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4 Whereas, deceptive medical advertising seems more and more prevalent; and  
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6 Whereas, patients must be protected; and  
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8 Whereas, the reputation of the medical profession must be protected; and  
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10 Whereas, health care professionals trained in one area are now practicing in disciplines far  
11 different from their education and training; and  
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13 Whereas, California and Arizona have enacted laws requiring that any advertisements for  
14 medical services include the health professional's title and license type; now therefore be it  
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16 RESOLVED, that MSNJ urge the passage of legislation requiring that any advertisements  
17 for medical services include the health professional's title and license type.