

Committee on Public Health Bill Summary

Bill No.	H2512
Title:	<i>An Act relative to truth in advertising</i>
Sponsor:	Representative Bridget Plouffe
Committee:	Public Health
Hearing Date:	July 14, 2025
Similar Matters:	None
Prior History:	Refile of H2145; Referred to Public Health; Accompanied a study order.
Reporting Deadline:	September 12, 2025

Current Law:

- **M.G.L. c. 112** governs licensing of professions and occupations.

Summary:

The bill would add a new section to Chapter 112 that would govern the kind of information a practitioner would have to provide consumers regarding their license.

The section would include definitions of "advertisement," "deceptive" or "misleading," "health care practitioner," and "licensee."

Any advertising for health care services that names a health care practitioner would have to identify the type of license held by the practitioner and be free from deceptive and misleading information.

A health care practitioner would be required to conspicuously post and affirmatively communicate the practitioner's specific type of licensure. This would include wearing a photo ID containing specified information and displaying signage in the practitioner's office that identifies the type of license held.

A medical doctor or doctor of osteopathic medicine who participates in certain collaborative practice agreements would be required to post a schedule of the regular hours when he or she will be present at that office.

The bill provides that a violation of the act would also be an unfair or deceptive act or practice under M.G.L., chapter 93A.