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Title: Truth in Medical Advertising

Introduced by: Zachary Leonard, MD, for the Marquette-Alger County Delegation

Original Author: Zachary Leonard, MD

Referred to: Reference Committee E

House Action: **APPROVED**

Whereas, truth in advertising seems to be more and more important not only in print, but also online and through social media, and

Whereas, there has been a surge in content claiming medical benefits without scientific evidence, and

Whereas, the term “doctor” is also used without appropriate credentials listed and often no medical training to back up the claims, and

Whereas, this advertising is not only misleading to the general public, but can be harmful, and

Whereas, this advertising also relates to scope of practice; therefore be it

RESOLVED: That MSMS supports and will advocate for the adoption of strict criteria to ensure “truth-in-advertising” related to the offering and delivery of health care services to prevent misguidance and/or harm to the general public.

WAYS AND MEANS COMMITTEE FISCAL NOTE: NONE