



**Position Statement**  
**on**  
**Truth in Advertising & Professional Credential Disclosure**  
**(Approved by the Board of Directors August 7, 2010)**

The American Academy of Dermatology Association (AADA) strongly recommends the implementation of direct and concise regulations and enforcement against fraudulent, deceptive or misleading advertising<sup>1</sup> as well as transparency and disclosure of one's degree, board certification and licensure.

America's patients deserve to know what procedures their providers are qualified and licensed to perform. The AADA believes those who regulate and deliver medical care have an obligation to inform the public of the qualifications and limitations of their care prior to beginning treatment, and should identify or disclose their degree or field of study, board-certification (if any) and licensure to each patient. This should be disclosed verbally or displayed prominently in writing.

The AADA is supportive of federal and state policies which seek the following:

- Increased transparency in licensure and board certification, including:
  - Required disclosures that a physician is certified, or eligible for certification by a private or public board, parent association, or multidisciplinary board or association that is an American Board of Medical Specialties member board, a board or association with equivalent requirements approved by that physician's licensing board, or a board or association with an Accreditation Council for Graduate Medical Education approved postgraduate training program that provides complete training in their specialty or subspecialty in all identification and advertisements;
  - Required disclosure of one's degree or field of study and licensure, including the use of clarifying titles (e.g. Dr. Jane Doe, Doctor of Nursing Practice; Dr. John Doe, Doctor of Naturopathy; Jane Doe, Physician Assistant);
  - Use or display of visible identification, including credentials, for all levels of personnel in private medical practices, hospitals, clinics or other settings employing physicians or other personnel which offer medical, surgical or aesthetic procedures.

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<sup>1</sup> Advertising includes oral, written and other types of communications disseminated for the purpose of soliciting or encouraging the use of health care services. This includes but is not limited to: telephone directory, radio, newspaper and magazine advertisements; printed brochures; business cards; web site or other online media; editorial writing; and seminars soliciting patients.

- Any other means which protects the public against fraudulent, deceptive or misleading advertising.
- Creation of public education campaigns regarding qualifications of medical professionals.