



**Position Statement
on
Truth in Advertising & Professional Credential Disclosure
(Approved by the Board of Directors August 7, 2010;
Amended by the Board of Directors August 18, 2012)**

The American Academy of Dermatology Association (AADA) strongly recommends the implementation of direct and concise regulations and enforcement against fraudulent, deceptive or misleading advertisingⁱ and strongly endorses transparency and disclosure of one's degree, field of study, board certification and state licensure.

America's patients deserve to know the licensure and qualifications of their health care providers. 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, field of study, board-certification (if any) and state licensure to each patient. This should be disclosed in all forms of advertisement, expressed when appropriate to each patient, and displayed prominently in writing in the provider's office.

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

- Increased transparency in state licensure and specialty board certification, including:
 - Required disclosure 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 (ABMS) or American Osteopathic Association (AOA) member board, a board or association with equivalent requirements approved by the 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 and requires prior certification by a member board of the ABMS or AOA;
 - Required disclosure of the certifying board or association with one's field of study or specialty;

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- Required disclosure of one's professional degree, field of study and state licensure, including the use of clarifying titles (e.g. Dr. Jane Doe, Doctor of Nursing Practice; Dr. Jane Doe, Doctor of Naturopathy; Jane Doe, Physician Assistant);
- Use or display of visible identification, including one's state licensure, for all levels of personnel in private medical practices, hospitals, clinics or other settings employing physicians and/or other personnel which offer medical, surgical or aesthetic procedures.
- Any other means which protects the public against fraudulent, deceptive or misleading advertising.
- Creation of public education campaigns regarding qualifications of health care providers.

ⁱ 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.

This Position Statement is provided for educational and informational purposes only. It is intended to offer physicians guiding principles and policies regarding the practice of dermatology. This Position Statement is not intended to establish a legal or medical standard of care. Physicians should use their personal and professional judgment in interpreting these guidelines and applying them to the particular circumstances of their individual practice arrangements.