



MASSACHUSETTS ACADEMY OF DERMATOLOGY

167 Washington Street, Norwell, MA 02061

Telephone : 781-982-8899

FAX: 781-878-0838

Web: www.massacademyofdermatology.org

Federal ID # 04--255-1359

June 7, 2011

The Honorable Jeffrey Sanchez
Chair, Joint Committee on Public Health
State House, Room 130
Boston, Massachusetts 02133

RE: S01113: legislation relative to truth in advertising

Dear Representative Sanchez,

On behalf of the Massachusetts Academy of Dermatology, I am writing in support of Senator Thomas Kennedy's legislation relative to truth in advertising.

The Massachusetts Academy of Dermatology is a professional association of close to 300 Massachusetts practicing dermatologists.

The Massachusetts Academy of Dermatology strongly recommends the implementation of direct and concise regulations and enforcement against fraudulent, deceptive or misleading advertising as well as transparency and disclosure of one's degree, board certification and licensure.

Massachusetts' patients deserve to know what procedures their providers are qualified and licensed to perform. We believe 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.

Patient make complicated decisions regarding their own health care and the health care of their loved ones each and every day. They need every piece of information they can get, starting with the nature of the education and training of the persons to whom they entrust their lives.

Enacting S01113 goes a long way to provide patients with transparency regarding the provider of their health care. Gone are the days when just the physicians provided health care. Today there is a wide array of individuals on the front lines of outpatient care. This creates a great deal of confusion for individuals receiving health care and our citizens have the right to know the credentials and the level of training of that person making the important diagnosis, pushing medications into that intravenous line, holding the scalpel, and pointing the laser at their face.

We strongly urge you and your colleagues to support S01113. For further information, please do not hesitate to contact me at 781-982-8899.

Sincerely,
MASSACHUSETTS ACADEMY OF DERMATOLOGY

Martin Cohn, Associate Director