



HOUSE BILL 696: Health Care Practitioner Transparency Act.

2025-2026 General Assembly

Committee:	House Rules, Calendar, and Operations of the House	Date:	May 5, 2025
Introduced by:	Reps. Potts, Reeder, Campbell	Prepared by:	Jason Moran-Bates Staff Attorney
Analysis of:	Second Edition		

OVERVIEW: *House Bill 696 would require all advertisements for healthcare practitioners to identify the type of license, certification, or registration held by the practitioner. Individuals not licensed to practice medicine would not be able to use any title denoting a physician specialty. Healthcare practitioners who employed unlicensed individuals to provide healthcare would be guilty of unprofessional conduct and subject to professional discipline. Healthcare licensing boards would have the power to adopt rules to enforce this act.*

BILL ANALYSIS: House Bill 696 would add the "Health Care Practitioner Transparency Act" (Act) to Chapter 90 (Health and Allied Occupations), which would do the following:

- Create definitions for "advertisement," "deceptive or misleading," "health care practitioner," and "licensee."
- Require advertisements for named healthcare practitioners to identify the license, registration, or certification held by the practitioner.
- Prohibit practitioners from making misleading statements about their licensure.
- Prohibit non-physicians from using a title that denotes a physician specialty.
- Prohibit practitioners from employing or contracting with unlicensed or unqualified individuals to provide healthcare services. Violating this provision would be unprofessional conduct, making the practitioner subject to professional discipline.
- Each day a provision of the Act is violated would constitute a separate and distinct violation.
- Practitioners who do not work with patients would not be subject to these provisions.
- Healthcare licensing boards would have the authority to adopt rules to implement the Act.

EFFECTIVE DATE: The bill would be effective October 1, 2025.

Kara McCraw
Director



Legislative Analysis
Division
919-733-2578