

Truth in Advertising survey results

Education and training matters when it comes to who provides your health care, but do most patients know the qualifications of their health care provider? Surveys conducted between 2008 and 2018 found that while patients strongly support a physician-led health care team, many are confused about the level of education and training of their health care provider.¹ Key findings include:

- ▶ **Ninety-one percent** of respondents said that a physician's years of medical education and training are vital to optimal patient care, especially in the event of a complication or medical emergency.
- ▶ **Eighty-six percent** of respondents said that patients with one or more chronic diseases benefit when a physician leads the primary health care team.
- ▶ **Eighty-four percent** of respondents said that they prefer a physician to have primary responsibility for the diagnosis and management of their health care.

Truth in Advertising legislation can help provide the clarity and transparency necessary for patients to have the information they need to make informed decisions about their health care.

Patients are not sure who is—and who is not—a physician²

Is this person a physician?	Yes (%)	No (%)	Not sure (%)
Orthopaedic surgeon/Orthopaedist	90	5	5
Obstetrician/Gynecologist	88	6	6
Primary care physician	88	7	5
General or family practitioner	84	11	5
Dermatologist	80	13	8
Ophthalmologist	73	15	12
Psychiatrist	72	21	7
Anesthesiologist	70	22	8
Podiatrist	67	22	11
Dentist	61	33	6
Doctor of medical science	61	27	12
Optometrist	47	43	10
Psychologist	43	50	7
Doctor of nursing practice	39	50	11
Chiropractor	27	63	10
Nurse anesthetist	21	71	8
Nurse Practitioner	19	74	7
Physical Therapist	19	74	7
Physician assistant	17	76	7
Midwife	5	86	9

Additional findings from the “Truth in Advertising” surveys

Patients strongly prefer physicians to lead the health care team

Should only a MD or DO be allowed to perform the following procedures or should other health care professionals be allowed to perform this specific activity? ¹	Only a MD or DO (%)	Both equally/ either one (%)	Don't know (%)
Amputations of the foot	89	4	7
Surgical procedures on the eye that require the use of a scalpel	89	5	7
Facial surgery such as nose shaping and face lifts	85	7	8
Treat chronic pain by prescribing drugs or other substances that have a high potential for addiction or abuse	60	32	8
Write prescriptions for medication to treat mental health conditions such as schizophrenia and bi-polar disorder	63	28	9
Order and interpret diagnostic imaging studies like X-rays and MRIs	41	52	7
Administer and monitor anesthesia levels and patient condition before and during surgery	61	30	9
Commit individuals for psychiatric care against their wil	63	24	13

Patients want their health care professional to clearly designate their education and training

Do you agree or disagree with the following?	Agree (%)	Disagree (%)	Don't know (%)
Only licensed medical doctors or doctors of osteopathic medicine should be able to use the title of “physician.”	88	6	6

It is easy to identify who is a licensed MD or DO and who is not by reading what services they offer, their title and other licensing credentials in advertising or other marketing materials.

	55	35	10
--	----	----	----

Would you support or oppose legislation in your state to require all health care advertising materials to clearly designate the level of education, skills and training of all health care professionals promoting their services?	Support (%)	Oppose (%)	Don't know (%)
	79	6	15

1. Global Strategy Group conducted a telephone survey on behalf of the AMA Scope of Practice Partnership between August 13–18, 2008. Global Strategy Group surveyed 850 adults nationwide. The overall margin of error is +/- 3.4 percent at the 95 percent confidence level. Baseline & Associates, Inc. conducted an internet survey on behalf of the AMA Scope of Practice Partnership between May 27 to June 6, 2014. Baseline & Associates surveyed 801 adults nationwide. The overall margin of error is +/- 3.5 percent at the 95 percent confidence level; Baseline & Associates conducted a telephone survey on behalf of the AMA Scope of Practice Partnership between November 4–8, 2010. Baseline & Associates surveyed 850 adults nationwide. The overall margin of error is +/- 3.4 percent at the 95 percent level; Baseline & Associates conducted a telephone survey on behalf of the AMA Scope of Practice Partnership between March 8–12, 2012. Baseline & Associates surveyed 801 adults nationwide. The overall margin of error is +/- 3.5 percent at the 95 percent level; Baseline & Associates conducted an internet survey of 802 adults on behalf of the AMA Scope of Practice Partnership, July 12-19, 2018. The overall margin of error is +/- 3.5 percent at the 95 percent confidence level.

2. A physician is an individual who has received a “Doctor of Medicine” or a “Doctor of Osteopathic Medicine” degree or an equivalent degree following successful completion of a prescribed course of study from a school of medicine or osteopathic medicine. AMA Policy H-405.969