

February 11, 2015

Senator Kathy Campbell, Chair
Health and Human Services Committee
P.O. Box 94604
Lincoln, NE 68509-4604

RE: LB 452 – Provide advertising requirements under the Uniform Credentialing Act

Dear Senator Campbell and Members of the Health and Human Services Committee:

The Department of Health and Human Services (DHHS), Division of Public Health, has reviewed LB 452 and takes no policy position at this time. LB452 proposes to add a requirement to the Uniform Credentialing Act (UCA) that advertisements of credential holders must identify the type of credentials held by the person in the applicable practice act and that the advertisement must not be deceptive or misleading.

DHHS can administer the provisions of this legislation; however, the UCA, Sections 38-178 and 38-179, currently include the following as grounds for disciplinary action against a credential:

- Use of untruthful, deceptive, or misleading advertising or conviction of a violation of the Uniform Deceptive Trade Practices Act; and
- Use of any letters, words, or terms either as a prefix, affix, or suffix, on stationery, in advertisements, or otherwise, indicating that such person is entitled to practice a profession for which he or she is not credentialed.

Thank you for the opportunity to provide this information, and I hope it is helpful as the Committee considers the bill.

Sincerely,



Joseph M. Acierno, MD, JD
Chief Medical Officer
Director, Division of Public Health

cc: Senator Hilkemann