



AMERICAN SOCIETY OF  
PLASTIC SURGEONS®



THE PLASTIC SURGERY  
FOUNDATION®

Executive Office

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January 20, 2015

The Honorable Patricia Miller  
Chair, Senate Health and Provider Services  
Indiana State Senate  
200 W. Washington Street  
Indianapolis, IN 46204

**RE: AMEND SB462**

Dear Chairperson Miller:

On behalf of the American Society of Plastic Surgeons (ASPS), I am writing to register formal support of SB 462, which would implement important criteria for health care provider advertising. The ASPS was founded in 1931 and represents over 6,000 physicians nationally who are certified by the American Board of Plastic Surgery.

This legislation would help provide the necessary clarity and transparency that patients deserve when they seek health care services from any type of health care professional. It would require all health care practitioners to disclose their license type, and additionally places requirements on physicians' use of the term "board certified" in advertising efforts.

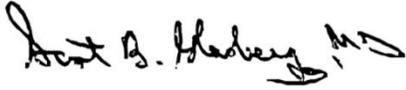
These commonsense measures are aimed to help to alleviate the "white coat" confusion that may exist in the health care setting today. Currently, we know that patients often mistake medical doctors with non-physician providers, and that they may not know that certain medical specialists are physicians. For example, a recent American Medical Association survey of 800 adults nationwide yielded that 74 percent of respondents believed that podiatrists are medical doctors – they are not.

Along those same lines, we appreciate the provision in SB 462 which establishes parameters for physicians using the term "board certified" in advertising activity. We know this term is one which the public considers to have significant meaning and importance, but which may be widely and inconsistently used. Simply stating one is "board certified" alone is not specific enough for a patient to understand the type of training his or her physician has. If a board certified plastic surgeon decided to open a LASIK clinic in downtown Indianapolis today, s/he could advertise as being a "Board Certified" surgeon without ever making the qualification that the certificate is not, in fact, in ophthalmology. Requiring physicians to disclose the full name of the board from which they receive their certificate simply provides additional transparency, enabling prospective patients to discern the credentials and training of the physicians from whom they will receive care.

Patients deserve to know precisely what type of health care professional is treating them – whether it is a physician, nurse, assistant or technician. Uninformed choices could unfortunately lead to unintended consequences that could be avoided. That is what makes passage of this legislation so important.

Thank you again for the introduction of this measure. The ASPS fully supports SB 462 as it is currently written. If you have any questions or need further assistance, please feel free to contact Jake Johnson, State Government Affairs Associate at (847) 228-3326 or [jjohnson@plasticsurgery.org](mailto:jjohnson@plasticsurgery.org).

Sincerely,

A handwritten signature in black ink that reads "Scot B. Glasberg, MD". The signature is written in a cursive style with a large, stylized initial 'S'.

Scot Bradley Glasberg, MD  
President, American Society of Plastic Surgeons

cc: Debra Johnson, MD, Board Vice President of Health Policy and Advocacy  
Mary Anne Contogiannis, MD, State Chair, Legislative Advocacy Committee  
Lynn Damitz, MD, Vice State Chair, Legislative Advocacy Committee  
Michael Costelloe, Executive Vice President  
Keith Hume, Vice President, Legislative, Regulatory and Scientific Affairs  
Jake Johnson, State Government Affairs Associate