OHIO	STATE MEDICAL ASSOCIATION HOUSE OF DELEGATES
	Resolution No. 7 – 2024
Introduced by:	OSMA District 3
Subject:	Clarity in Advertising and Marketing
Referred to:	Resolutions Committee No. 1
advertisements fr	S , our media (television, radio, internet, etc.) is being flooded by om many different businesses and individuals which all claim to h of Ohio citizens ⁻ ; and
	S , there is limited information in the advertisements and on the er media regarding the training and credentials of the owners and businesses; and
	S , some of these businesses/individuals are recommending herbs, d other treatments which may be detrimental to patients with multiple ems; and
	3 , patients should be empowered and feel encouraged to ask about o patient should ever be shamed for asking for clarity of health care
states that "The C transparency for p	S, our only current OSMA policy on this issue is OSMA 05- 2012 which OSMA shall work to enact state legislation to help provide clarity and patients when they seek out and go to a health care practitioner and includes provisions similar to those in the AMA Truth in Advertising herefore
legislation or othe advertises to the be required to cle licensure of all ind	FOLVED , that our OSMA will work with state legislators to developer regulations that would require any business or individual that public that the care delivered will improve the health of Ohio citizens arly and accurately state the level of training, credentials, and board dividuals who interact with patients, including in advertising and als and on the business' website
Fiscal Note:	\$ (Sponsor) \$ 50,000 (Staff)
References:	

OSMA Policy:

Policy 05 – 2012 – AMA's Truth in Advertising Campaign

1. The OSMA shall work to enact state legislation to help provide clarity and transparency for patients when they seek out and go to a health care practitioner and that the legislation includes provisions similar to those included in the AMA's Truth in Advertising campaign.