

**First Regular Session
Seventy-fifth General Assembly
STATE OF COLORADO**

ENGROSSED

*This Version Includes All Amendments Adopted
on Second Reading in the House of Introduction*

LLS NO. 25-0710.01 Brita Darling x2241

SENATE BILL 25-152

SENATE SPONSORSHIP

Frizell and Michaelson Jenet,

HOUSE SPONSORSHIP

(None),

Senate Committees
Health & Human Services

House Committees

A BILL FOR AN ACT

101 **CONCERNING REQUIREMENTS FOR HEALTH-CARE PRACTITIONER**
102 **IDENTIFICATION.**

Bill Summary

(Note: This summary applies to this bill as introduced and does not reflect any amendments that may be subsequently adopted. If this bill passes third reading in the house of introduction, a bill summary that applies to the reengrossed version of this bill will be available at <http://leg.colorado.gov>.)

The bill creates the "Know Your Health-Care Practitioner Act" (act), requiring a health-care practitioner (practitioner) practicing in a health-care profession or occupation specified in the "Michael Skolnik Medical Transparency Act of 2010" to:

- In advertising health-care services using the practitioner's name, identify the type of state-issued license, certificate,

Shading denotes HOUSE amendment. Double underlining denotes SENATE amendment.
Capital letters or bold & italic numbers indicate new material to be added to existing law.
Dashes through the words or numbers indicate deletions from existing law.

SENATE
Amended 2nd Reading
March 26, 2025

or registration held by the practitioner and ensure that the advertisement is free from deceptive or misleading information;

- Affirmatively display the practitioner's specific state-issued license, certificate, or registration, without the use of abbreviations, on an identification name tag; and
- When establishing a practitioner-patient relationship, and as necessary to facilitate patient understanding, verbally communicate to the patient the practitioner's specific state-issued license, certificate, or registration.

A practitioner practicing at a facility that follows the Joint Commission on Accreditation of Healthcare Organizations standards and who is in compliance with a facility policy that requires wearing visible identification containing the practitioner's license, certificate, or registration satisfies the requirement to use an identification name tag.

The act allows a practitioner to conceal or omit the practitioner's name in certain circumstances relating to the practitioner's safety.

The act does not apply to a practitioner who works in a non-patient-care setting or who does not have any direct patient care interactions or when clinically not feasible.

A violation of the act does not create a private right of action.

1 *Be it enacted by the General Assembly of the State of Colorado:*

2 **SECTION 1. Short title.** The short title of this act is the "Know
3 Your Health-Care Practitioner Act".

4 **SECTION 2. Legislative declaration.** (1) The general assembly
5 finds and declares that:

6 (a) Health-care practitioners possess distinct and specialized
7 education, training, and expertise in their respective fields of practice.
8 These differences often reflect the training and skills necessary to
9 correctly detect, diagnose, prevent, and treat serious health-care
10 conditions.

11 (b) Different health-care practitioners play important roles within
12 modern team-based patient care, contributing their respective skills and
13 knowledge to support comprehensive delivery of health-care services;

1 (c) The commitment of health-care practitioners to patient welfare
2 and safety, coupled with their substantial investment in education, clinical
3 training, and accumulated professional experience, warrants prompt and
4 transparent recognition within the health-care delivery system;

5 (d) The increasing complexity of delivering modern health-care
6 services, combined with the variety of professional degrees, titles, and
7 designations used in clinical settings, can create confusion among patients
8 regarding the specific education, training, and qualifications of those
9 providing their care;

10 (e) Clear identification and acknowledgment of a health-care
11 practitioner's license, certificate, or registration and role serves the public
12 interest by fostering transparency, building trust in patient-practitioner
13 relationships, and promoting informed decision-making in health care;

14 (f) There is a compelling state interest in patients being promptly
15 and clearly informed, in certain circumstances, of the training and
16 qualifications of the health-care practitioners who provide health-care
17 services; and

18 (g) There is a compelling state interest in protecting the public
19 from potentially misleading and deceptive health-care advertising that
20 might cause patients to have undue expectations regarding their treatment
21 and outcomes.

22 **SECTION 3.** In Colorado Revised Statutes, 12-30-102, **add** (8.5)
23 as follows:

24 **12-30-102. Medical transparency act of 2010 - disclosure of**
25 **information about health-care providers - fines - rules - short title -**
26 **legislative declaration - review of functions - definitions - repeal.**
27 **(8.5) Point-of-service disclosure requirements - definitions.** (a) AS

1 USED IN THIS SUBSECTION (8.5), UNLESS THE CONTEXT OTHERWISE
2 REQUIRES:

3 (I) "ADVERTISEMENT" MEANS ANY COMMUNICATION OR
4 STATEMENT USED IN THE COURSE OF BUSINESS, WHETHER PRINTED,
5 ELECTRONIC, OR VERBAL, THAT NAMES A HEALTH-CARE PRACTITIONER IN
6 RELATION TO THE PRACTICE, PROFESSION, OR INSTITUTION IN WHICH THE
7 PRACTITIONER IS EMPLOYED, VOLUNTEERS, OR OTHERWISE PROVIDES
8 HEALTH-CARE SERVICES. "ADVERTISEMENT" INCLUDES BUSINESS CARDS,
9 LETTERHEAD, PATIENT BROCHURES, SIGNAGE, EMAIL, INTERNET
10 ADVERTISING, AUDIO AND VIDEO, AND ANY OTHER COMMUNICATION OR
11 STATEMENT USED IN THE COURSE OF BUSINESS.

12 (II) "DECEPTIVE OR MISLEADING" MEANS ANY ADVERTISEMENT OR
13 AFFIRMATIVE COMMUNICATION OR REPRESENTATION THAT MISSTATES,
14 FALSELY DESCRIBES, FALSELY REPRESENTS, OR FALSELY DETAILS A
15 HEALTH-CARE PRACTITIONER'S PROFESSION, OCCUPATION, SKILLS,
16 TRAINING, EXPERTISE, EDUCATION, BOARD CERTIFICATION, OR
17 CREDENTIAL.

18 (III) "HEALTH-CARE PRACTITIONER" OR "PRACTITIONER" MEANS
19 AN INDIVIDUAL WHO PRACTICES A PROFESSION OR OCCUPATION SPECIFIED
20 IN SUBSECTION (3)(a) OF THIS SECTION.

21 (b) ON AND AFTER JUNE 1, 2026, AN ADVERTISEMENT FOR
22 HEALTH-CARE SERVICES THAT IDENTIFIES A HEALTH-CARE PRACTITIONER
23 BY NAME MUST IDENTIFY THE TYPE OF STATE-ISSUED LICENSE,
24 CERTIFICATE, OR REGISTRATION HELD BY THE PRACTITIONER. THE
25 ADVERTISEMENT MUST NOT INCLUDE ANY DECEPTIVE OR MISLEADING
26 INFORMATION.

27 (c) (I) EXCEPT AS PROVIDED IN THIS SUBSECTION (8.5)(c)(I) AND

1 SUBSECTION (8.5)(e) OF THIS SECTION, ON AND AFTER JUNE 1, 2026, A
2 HEALTH-CARE PRACTITIONER SHALL AFFIRMATIVELY DISPLAY AN
3 IDENTIFICATION NAME TAG OR SIMILAR WORN DISPLAY OF A SUFFICIENT
4 SIZE THAT IS WORN IN A CONSPICUOUS MANNER SO AS TO BE VISIBLE
5 AND APPARENT DURING PATIENT ENCOUNTERS. A HEALTH-CARE
6 PRACTITIONER AT A FACILITY THAT FOLLOWS THE JOINT COMMISSION ON
7 ACCREDITATION OF HEALTHCARE ORGANIZATIONS STANDARDS, OR THOSE
8 OF AN ALTERNATIVE ACCREDITING ORGANIZATION WITH SUBSTANTIALLY
9 SIMILAR STANDARDS, SATISFIES THE REQUIREMENTS OF THIS SUBSECTION
10 (8.5)(c)(I).

11 (II) THE IDENTIFICATION REQUIREMENTS OF SUBSECTION
12 (8.5)(c)(I) OF THIS SECTION ONLY APPLY TO HEALTH-CARE PRACTITIONERS
13 PROVIDING SERVICES IN A GENERAL HOSPITAL LICENSED OR CERTIFIED BY
14 THE DEPARTMENT OF PUBLIC HEALTH AND ENVIRONMENT PURSUANT TO
15 SECTION 25-1.5-103 (1)(a), AN URGENT CARE CENTER, AN AMBULATORY
16 SURGICAL CENTER LICENSED PURSUANT TO PART 1 OF ARTICLE 3 OF TITLE
17 25, OR A FREESTANDING EMERGENCY DEPARTMENT, AS DEFINED IN
18 SECTION 25-1.5-114.

19 (d) WHEN ESTABLISHING A PRACTITIONER-PATIENT RELATIONSHIP,
20 TO FACILITATE PATIENT UNDERSTANDING, UNLESS EMERGENT
21 CIRCUMSTANCES MAKE IT IMPRACTICABLE, A HEALTH-CARE
22 PRACTITIONER, ON FIRST ENCOUNTER WITH THE PATIENT, SHALL VERBALLY
23 COMMUNICATE TO THE PATIENT THE PRACTITIONER'S STATE-ISSUED
24 LICENSE, CERTIFICATE, OR REGISTRATION OR SHALL VERBALLY IDENTIFY
25 THEMSELVES BY A TITLE OR ABBREVIATION AUTHORIZED IN STATUTE FOR
26 THE PRACTITIONER.

27 (e) THE NAME OF A HEALTH-CARE PRACTITIONER MAY BE

1 CONCEALED OR OMITTED WHEN THE PRACTITIONER IS CONCERNED FOR
2 THEIR SAFETY, WHEN WEARING IDENTIFICATION WOULD JEOPARDIZE THE
3 PRACTITIONER'S SAFETY, OR WHEN THE PRACTITIONER IS DELIVERING
4 DIRECT CARE TO A PATIENT WHO EXHIBITS SIGNS OF IRRATIONALITY OR
5 VIOLENCE.

6 (f) THIS SUBSECTION (8.5) DOES NOT APPLY:

7 (I) TO A HEALTH-CARE PRACTITIONER WHO WORKS IN A
8 NON-PATIENT-CARE SETTING OR WHO DOES NOT HAVE ANY DIRECT
9 PATIENT CARE INTERACTIONS; OR

10 (II) WHEN CLINICALLY NOT FEASIBLE.

11 (g) A VIOLATION OF THIS SUBSECTION (8.5) DOES NOT CREATE A
12 PRIVATE RIGHT OF ACTION.

13 **SECTION 4. Act subject to petition - effective date.** This act
14 takes effect at 12:01 a.m. on the day following the expiration of the
15 ninety-day period after final adjournment of the general assembly; except
16 that, if a referendum petition is filed pursuant to section 1 (3) of article V
17 of the state constitution against this act or an item, section, or part of this
18 act within such period, then the act, item, section, or part will not take
19 effect unless approved by the people at the general election to be held in
20 November 2026 and, in such case, will take effect on the date of the
21 official declaration of the vote thereon by the governor.