

First Regular Session
Seventy-fifth General Assembly
STATE OF COLORADO

INTRODUCED

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.

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 of the training and qualifications of the health-care
16 practitioners who provide health-care services; and

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

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

23 **12-30-102. Medical transparency act of 2010 - disclosure of**
24 **information about health-care providers - fines - rules - short title -**
25 **legislative declaration - review of functions - definitions - repeal.**
26 **(8.5) Point-of-service disclosure requirements - definitions.** (a) AS
27 USED IN THIS SUBSECTION (8.5), UNLESS THE CONTEXT OTHERWISE

1 REQUIRES:

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

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

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

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

26 (c) EXCEPT AS PROVIDED IN SUBSECTION (8.5)(e) OF THIS SECTION,
27 ON AND AFTER JUNE 1, 2026, A HEALTH-CARE PRACTITIONER SHALL

1 AFFIRMATIVELY DISPLAY THE PRACTITIONER'S SPECIFIC STATE-ISSUED
2 LICENSE, CERTIFICATE, OR REGISTRATION HELD, WITHOUT THE USE OF
3 ABBREVIATIONS, ON AN IDENTIFICATION NAME TAG OR SIMILAR WORN
4 DISPLAY OF A SUFFICIENT SIZE AND THAT IS WORN IN A CONSPICUOUS
5 MANNER SO AS TO BE VISIBLE AND APPARENT DURING PATIENT
6 ENCOUNTERS. A HEALTH-CARE PRACTITIONER AT A FACILITY THAT
7 FOLLOWS THE JOINT COMMISSION ON ACCREDITATION OF HEALTHCARE
8 ORGANIZATIONS STANDARDS AND WHO IS IN COMPLIANCE WITH A
9 FACILITY POLICY THAT REQUIRES WEARING VISIBLE IDENTIFICATION
10 CONTAINING THE PRACTITIONER'S LICENSE, CERTIFICATE, OR
11 REGISTRATION SATISFIES THE REQUIREMENTS OF THIS SUBSECTION
12 (8.5)(c).

13 (d) WHEN ESTABLISHING A PRACTITIONER-PATIENT RELATIONSHIP,
14 AND AS NECESSARY TO FACILITATE PATIENT UNDERSTANDING, A
15 HEALTH-CARE PRACTITIONER SHALL VERBALLY COMMUNICATE TO THE
16 PATIENT THE PRACTITIONER'S SPECIFIC STATE-ISSUED LICENSE,
17 CERTIFICATE, OR REGISTRATION.

18 (e) THE NAME OF A HEALTH-CARE PRACTITIONER MAY BE
19 CONCEALED OR OMITTED WHEN THE PRACTITIONER IS CONCERNED FOR
20 THEIR SAFETY, WHEN WEARING IDENTIFICATION WOULD JEOPARDIZE THE
21 PRACTITIONER'S SAFETY, OR WHEN THE PRACTITIONER IS DELIVERING
22 DIRECT CARE TO A PATIENT WHO EXHIBITS SIGNS OF IRRATIONALITY OR
23 VIOLENCE.

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

25 (I) TO A HEALTH-CARE PRACTITIONER WHO WORKS IN A
26 NON-PATIENT-CARE SETTING OR WHO DOES NOT HAVE ANY DIRECT
27 PATIENT CARE INTERACTIONS; OR

1 (II) WHEN CLINICALLY NOT FEASIBLE.

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

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