

Senate Engrossed
FILED
KEN BENNETT
SECRETARY OF STATE

State of Arizona
Senate
Forty-ninth Legislature
Second Regular Session
2010

CHAPTER 110

SENATE BILL 1255

AN ACT

AMENDING TITLE 32, CHAPTER 32, ARTICLE 1, ARIZONA REVISED STATUTES, BY ADDING SECTION 32-3213; RELATING TO HEALTH PROFESSIONALS.

(TEXT OF BILL BEGINS ON NEXT PAGE).

1 Be it enacted by the Legislature of the State of Arizona:

2 Section 1. Title 32, chapter 32, article 1, Arizona Revised Statutes,
3 is amended by adding section 32-3213, to read:

4 32-3213. Health professionals; disclosure; unprofessional
5 conduct; definition

6 A. AN ADVERTISEMENT FOR HEALTH CARE SERVICES THAT INCLUDES A HEALTH
7 PROFESSIONAL'S NAME SHALL IDENTIFY THE TITLE AND TYPE OF LICENSE THE HEALTH
8 PROFESSIONAL HOLDS AND UNDER WHICH THE HEALTH PROFESSIONAL IS PRACTICING.

9 B. A HEALTH PROFESSIONAL WHO VIOLATES THIS SECTION COMMITS AN ACT OF
10 UNPROFESSIONAL CONDUCT.

11 C. FOR THE PURPOSES OF THIS SECTION, "ADVERTISEMENT" INCLUDES
12 BILLBOARDS, BROCHURES, PAMPHLETS, RADIO AND TELEVISION SCRIPTS, ELECTRONIC
13 MEDIA, PRINTED TELEPHONE DIRECTORIES, TELEPHONE AND DIRECT MAIL SOLICITATIONS
14 AND ANY OTHER MEANS OF PROMOTION INTENDED TO DIRECTLY OR INDIRECTLY INDUCE
15 ANY PERSON TO ENTER INTO AN AGREEMENT FOR SERVICES WITH THE HEALTH
16 PROFESSIONAL. ADVERTISEMENT DOES NOT INCLUDE MATERIALS THAT PROVIDE
17 INFORMATION ABOUT NETWORK PROVIDERS AND THAT ARE CREATED BY AN ENTITY
18 REGULATED UNDER TITLE 20.

APPROVED BY THE GOVERNOR APRIL 20, 2010.

FILED IN THE OFFICE OF THE SECRETARY OF STATE APRIL 21, 2010.

Passed the House April 14, 2010,

by the following vote: 31 Ayes,

24 Nays, 5 Not Voting

[Signature]
Speaker of the House

Cheryl Laube
Chief Clerk of the House

Passed the Senate February 22, 2010,

by the following vote: 20 Ayes,

8 Nays, 2 Not Voting

[Signature]
President of the Senate

[Signature]
Secretary of the Senate

EXECUTIVE DEPARTMENT OF ARIZONA
OFFICE OF GOVERNOR

This Bill was received by the Governor this

15 day of April, 2005

at 2:05 o'clock P. M.

[Signature]
Secretary to the Governor

Approved this 20th day of

April, 2010,

at 5:46 o'clock P. M.

[Signature]
Governor of Arizona

EXECUTIVE DEPARTMENT OF ARIZONA
OFFICE OF SECRETARY OF STATE

This Bill was received by the Secretary of State

this 21st day of April, 2010,

at 10:06 o'clock a M.

[Signature]
Secretary of State

S.B. 1255