

SENATE BILL NO. 34

BY SENATOR MARTINY AND REPRESENTATIVE KATZ

1 AN ACT

2 To enact R.S. 37:775(13), relative to the practice of dentistry; to provide for advertisements
3 by dentists; to provide for disclosure requirements in advertisements; and to provide
4 for related matters.

5 Be it enacted by the Legislature of Louisiana:

6 Section 1. R.S. 37:775(13) is hereby enacted to read as follows:

7 §775. Unprofessional conduct defined

8 As used in this Chapter, "unprofessional conduct" means:

9 * * *

10 **(13) Notwithstanding any provision of this Section, when it is required**
11 **by this Section that an advertisement include the name of the advertising dentist**
12 **as it appears on the license or renewal certificate of the dentist or the specialties**
13 **of all dentists practicing within or under the name of a corporation, company,**
14 **association, limited liability company, or trade name be disclosed in the**
15 **advertisement, such requirement shall be deemed to be sufficiently satisfied if**
16 **the names and specialties of all dentists practicing in, with or under the said**
17 **corporation, company, association, limited liability company, or trade name are**
18 **made available on an Internet web site fully disclosed in the advertisement, or**
19 **are provided without delay to any individual requesting such information by**
20 **contacting the advertiser at a telephone number also disclosed in the**
21 **advertisement. Whether the advertisement is run by the corporation, company,**
22 **association, limited liability company, or trade name, or any individual member**
23 **practicing therein, all dentists practicing in, with or under the corporation,**
24 **company, association, limited liability company, or trade name shall be**
25 **responsible for the content of the advertisement.**

26 Section 2. This Act shall become effective upon signature by the governor or, if not
27 signed by the governor, upon expiration of the time for bills to become law without signature

1 by the governor, as provided by Article III, Section 18 of the Constitution of Louisiana. If
2 vetoed by the governor and subsequently approved by the legislature, this Act shall become
3 effective on the day following such approval.

PRESIDENT OF THE SENATE

SPEAKER OF THE HOUSE OF REPRESENTATIVES

GOVERNOR OF THE STATE OF LOUISIANA

APPROVED: _____