

1 AN ACT concerning regulation.

2 **Be it enacted by the People of the State of Illinois,**
3 **represented in the General Assembly:**

4 Section 5. The Illinois Physical Therapy Act is amended by
5 changing Section 16.5 as follows:

6 (225 ILCS 90/16.5)

7 (Section scheduled to be repealed on January 1, 2016)

8 Sec. 16.5. Advertising services.

9 (a) A licensee shall include in every advertisement for
10 services regulated under this Act his or her title as it
11 appears on the license or the initials authorized under this
12 Act.

13 (b) It is unlawful for any person licensed under this Act
14 to use ~~testimonials or~~ claims of superior quality of care to
15 entice the public. It shall be unlawful to advertise fee
16 comparisons of available services with those of other persons
17 licensed under this Act.

18 (c) This Act does not authorize the advertising of
19 professional services that the offeror of such services is not
20 licensed to render. Nor shall the advertiser use statements
21 that contain false, fraudulent, deceptive or misleading
22 material or guarantees of success, play upon the vanity or
23 fears of the public, or promote or produce unfair competition.

1 (d) It is unlawful and punishable under Section 31 for any
2 person licensed under this Act to knowingly advertise that the
3 licensee will accept as payment for services rendered by
4 assignment from any third-party payor the amount the
5 third-party payor covers as payment in full, if the effect is
6 to give the impression of eliminating the need of payment by
7 the patient of any required deductible or copayment applicable
8 in the patient's health benefit plan.

9 (e) As used in this Section, "advertise" means solicitation
10 by the licensee or through another by means of handbills,
11 posters, circulars, motion pictures, radio, newspapers, or
12 television or in any other manner.

13 (Source: P.A. 93-1010, eff. 8-24-04.)