

1 21 NCAC 32Y .0101 is proposed for adoption as follows:

2 **Subchapter 32Y – SPECIALTY AND BOARD CERTIFICATION ADVERTISING**

3 **21 NCAC 32Y .0101 ADVERTISING OF SPECIALTY AND BOARD CERTIFICATION**

4 (a) No physician shall advertise or otherwise hold himself or herself out to the public as being “Board
5 Certified” without proof of current certification by a specialty board approved by (1) the American Board of
6 Medical Specialties; (2) the Bureau of Osteopathic Specialists of American Osteopathic Association; (3)
7 the Royal College of Physicians and Surgeons of Canada; (4) a board or association with an
8 Accreditation Council for Graduate Medical Education approved postgraduate training program that
9 provides complete training in that specialty or subspecialty; or (5) a board or association approved by the
10 North Carolina Medical Board as having requirements equivalent to those of the above-listed boards,
11 bureaus, and associations.

12 (b) Any physicians advertising or otherwise holding himself or herself out to the public as “Board Certified”
13 as contemplated in paragraph (a) shall disclose in the advertisement the specialty board by which the
14 physician was certified.

15 (c) Physicians shall not list their names under a specific specialty in advertisements, including classified
16 telephone directories and other directories unless: (1) they are board certified as defined in paragraph (a);
17 or (2) they have successfully completed a training program in the advertised specialty that is accredited
18 by the Accreditation Council for Graduate Medical Education or approved by the Council on Postdoctoral
19 Training of the American Osteopathic Association.

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21 History Note: Authority G.S.90-5.1, 90-5.2, 90-14.

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