

14. False Advertising in Health Care Act

Issue Overview

The arguments for this model bill are the same as those for the model above.

This legislation is different, however, because it is not limited to UPCs; it applies to false advertising by any health care services entity. That makes the legislation more defensible in court, which is why Vermont amended its law from the version above, enacted in 2023, to the version below, enacted in 2025.

While it may seem like a significant change in scope, most states already have laws against fraudulent advertising that apply to enterprises that charge for their products or services, including health care providers. So the real effect of this model is limited, extending false advertising prohibitions to include free health care entities, such as UPCs.