

***Irresponsible Personal Injury Lawyer Advertising Harms Consumers!
Urge the FTC to Require Stricter Guidelines Now!***

Personal injury lawyer advertisements often use misleading, inflammatory, and baseless claims to recruit plaintiffs to join lawsuits. These deceptive claims can confuse and scare consumers into thinking they have been harmed. This is particularly a problem when irresponsible ads targeting healthcare services and providers scare patients, causing them to stop necessary treatments before consulting with their physicians.

The Federal Trade Commission (FTC) works to protect consumers from fraudulent, deceptive and unfair business practices. With this responsibility, we urge the FTC to enforce stricter guidelines and disclosure policies on personal injury lawyer advertising. The effects of misleading advertisements are putting patients' health at risk and threatening our healthcare system. Patients must be warned that injuries alleged in litigation ads are often speculative. They must be told to consult with their own physician if they have concerns about their health, and must be cautioned against joining a lawsuit if they have not been injured.

We the undersigned urge the FTC to create these stricter guidelines for disclosures on personal injury lawyer advertisements. Personal injury lawyers should not be allowed to use misleading information and half-truths to frighten consumers into suing or stopping necessary treatments before talking with their doctor.

1.	
_____ Print Name	_____ Signature
_____ Address	_____ City, State and Zip
_____ Phone Number	_____ Email (Please print)

2.	
_____ Print Name	_____ Signature
_____ Address	_____ City, State and Zip
_____ Phone Number	_____ Email Address

3.	
_____ Print Name	_____ Signature
_____ Address	_____ City, State and Zip
_____ Phone Number	_____ Email Address

Information provided on this form will be submitted to the FTC and the State Bar of California. CALA will not share this information with other parties but may use it to provide you with more information on Lawsuit Abuse and its impacts on your health care.