Uniform Announcement to be Utilized for Physician Practice Information Survey

**<Specialty Society (Acronym)> and AMA Conducting Physician Practice Information Survey**

For the first time in nearly a decade, **<Specialty Society (Acronym)>**, the American Medical Association (AMA), and more than 70 other medical specialty societies, have worked together to coordinate a comprehensive multi-specialty survey of America’s physician practices. The purpose of the survey is to collect up-to-date information on physician practice characteristics in order to positively influence national decision makers. Thousands of practices will be surveyed in 2007 and 2008, from virtually all physician specialties to ensure accurate and fair representation for all physicians and their patients.

This project is unique because it explores both the clinical and business side of medical practice. This information is important for the nation’s policy-makers to learn what is truly involved in running a practice that provides expert patient care, while operating a business that is sustainable. A complete understanding of the landscape and the requirements for today’s care is critical. These data will allow medicine to articulate practice concerns to national policy-makers that will lead to policy initiatives that not only help in the short-term but will allow future generations of doctors to continue providing superior care to their patients.

There is a small section in this study pertaining to practice expenses and the amounts that are attributable to you. Please encourage your staff to make these numbers available. The Centers for Medicare and Medicaid Services recently announced that the results of this study are considered critical to update physician payment. This is a vital part of the research and we need to have accurate and complete data. This information remains confidential. The survey firm will not identify any individuals or entities participating in this research to any of the participating organizations.

Dmrkynetec has been retained to conduct the Physician Practice Information survey among a representative random sample of practices in each of the participating specialties. The survey is an important and necessary vehicle for positive change. Please watch for this survey and do your part in completing it in a thorough and accurate manner if selected to represent our specialty.
Uniform Announcement of Practice Information Survey for Non-physician HCPAC Organizations

<Insert Organization (Acronym)> Conducting Physician Practice Information Survey

For the first time in nearly a decade, the <Insert Organization (Acronym)> and more than 70 other health care professional organizations, have worked together to coordinate a comprehensive survey of America’s <insert profession>. The survey will collect up-to-date characteristics of thousands of practices from virtually all disciplines, and be used in efforts to positively influence national decision makers to ensure accurate and fair representation for all health care professionals and patients.

Getting our nation’s policy-makers to understand today’s landscape and the requirements for care is critical. These data will allow the health care community to articulate the challenges of running a practice that provides expert patient care, while operating a business that is sustainable. The study results will not only help in the short-term but will allow future generations of <insert profession> to continue providing superior care to their patients.

One particularly important section of the study pertains to practice expenses and the amounts that are attributable to you. The Centers for Medicare and Medicaid Services have indicated that the results of this study will be used to help determine Medicare payment. Please encourage your staff to make this information available as the survey’s success depends on accurate and complete data. This information will remain confidential. The survey firm, Dmrkynetec, will not identify any individuals or entities participating in this research.

Dmrkynetec, a survey firm with extensive experience in the area of healthcare finance, has been retained to administer the survey. Dmrkynetec will contact randomly selected <insert profession> and practice managers in order to collect their confidential responses. Please watch for this survey and complete it thoroughly and accurately. Do your part to represent our profession.
Dear Doctor:

Help Us Help You! This is an important opportunity to represent your profession!

We are specifically writing to ask you for your support of a national study about medical practices, currently being sponsored by the American Association of Neurological Surgeons, the Congress of Neurological Surgeons, and the American Medical Association (AMA). The objective of this study is to help document changes in the U.S. health care delivery system that impact your practice every day. One of the recurring comments that we hear from physicians is that decision-makers and payers are not fully informed about the broad clinical, operational, and financial challenges that face their practices today. This study represents your opportunity to communicate accurate financial and operational information to policymakers, including members of Congress and the Centers for Medicare and Medicaid Services (CMS). CMS recently announced in a national regulation that data from this survey will be used to help determine physician payment. Our profession is presented with an important opportunity and your participation in this study will ensure that the voice and priorities of your medical specialty are clearly heard.

dmrkynetec, a survey firm with extensive experience in the area of physician practice finance, has been retained to administer the survey and will make data collection as convenient for you and your practice as possible. dmrkynetec will contact randomly selected physicians and practice managers in order to collect their confidential responses. We assure you that your individual data will not be shared. During the next few weeks, please let your staff know to anticipate a call from the survey firm. Some of the more detailed questions may require advance preparation and we ask you to complete the enclosed four page worksheet prior to the call. It may be necessary for your practice manager or other office staff to complete a portion of the worksheet as the financial information is critical to this survey. Please afford your staff the necessary time so that your voice may be included in the final study results.

Thank you in advance for your time and we hope that you will take the opportunity to participate in this critical study. Your involvement will make certain that the information collected will accurately represent your practice, patients, and profession.

Sincerely,

[Signatures]

Jon H. Robertson, MD
President
American Association of Neurological Surgeons

Anthony L. Asher, MD
President
Congress of Neurological Surgeons

Michael D. Maves, MD, MBA
Executive Vice President, CEO
American Medical Association
Dear Doctor:

Help Us Help You! This is an important opportunity to represent your profession!

We are specifically writing to ask you for your support of a national study about medical practices, currently being sponsored by the American Optometric Association. The objective of this study is to help document changes in the U.S. health care delivery system that impact your practice every day. One of the recurring comments that we hear from Optometrists is that decision-makers and payers are not fully informed about the broad clinical, operational, and financial challenges that face their practices today. This study represents your opportunity to communicate accurate financial and operational information to policymakers, including members of Congress and the Centers for Medicare and Medicaid Services (CMS). CMS recently announced in a national regulation that data from this survey will be used to help determine Optometrist payment. Our profession is presented with an important opportunity and your participation in this study will ensure that the voice and priorities of Optometrists are clearly heard.

dmrkynetec, a survey firm with extensive experience in the area of health care practice finance, has been retained to administer the survey and will make data collection as convenient for you and your practice as possible. dmrkynetec will contact randomly selected Optometrists and practice managers in order to collect their confidential responses. We assure you that your individual data will not be shared. During the next few weeks, please let your staff know to anticipate a call from the survey firm. Some of the more detailed questions may require advance preparation and we ask you to complete the enclosed four page worksheet prior to the call. It may be necessary for your practice manager or other office staff to complete a portion of the worksheet as the financial information is critical to this survey. Please afford your staff the necessary time so that your voice may be included in the final study results.

Thank you in advance for your time and we hope that you will take the opportunity to participate in this critical study. Your involvement will make certain that the information collected will accurately represent your practice, patients, and profession.

Sincerely,

Kevin L. Alexander, OD, PhD
President
American Optometric Association

Enclosure
Have you been selected to participate in the Physician Practice Information survey?

The AMA and more than 70 other organizations are conducting a comprehensive multi-specialty survey of America’s physician practices. The results will be used to positively influence national decision makers to ensure accurate and fair representation for all physicians and patients, and to articulate the challenges of running a practice that provides expert patient care, while operating a business that is sustainable. Of particular importance is the section of the study pertaining to practice expenses and the amounts that are attributable to you. The Centers for Medicare & Medicaid Services has indicated it will use the results of this study to help determine physician payment. The survey firm, dmrkynetec, will contact randomly selected physicians and practice managers to collect responses. All responses will remain confidential.

Please alert your staff regarding your willingness to participate in this survey and the importance of accepting incoming calls, faxes or emails from dmrkynetec, the firm administering the survey. The attached postcard will be mailed to the entire physician sample in June and is one indication that you have been selected to participate.

If you have been selected to participate in this important effort and have any questions about this survey, please call toll-free at 1-877-816-8940 and ask to speak with one of dmrkynetec’s executive interviewers about the 2008 Physician Practice Information Survey.
From the AMA

Watch your mail for Physician Practice Information survey. The AMA and more than 70 other organizations are conducting a comprehensive multi-specialty survey of America’s physician practices. The results will be used to positively influence national decision makers to ensure accurate and fair representation for all physicians and patients, and to articulate the challenges of running a practice that provides expert patient care, while operating a business that is sustainable. Of particular importance is the section of the study pertaining to practice expenses and the amounts that are attributable to you. The Centers for Medicare & Medicaid Services has indicated it will use the results of this study to help determine physician payment. The survey firm, Dmrkynetec, will contact randomly selected physicians and practice managers to collect responses. Please encourage your staff to make this information available, as the survey’s success depends on accurate and complete data. All responses will remain confidential.
### Physician Practice Information Survey - Completes as of 04/25/2008

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| Total       | 621 | 1,279 | 1,800 | 5,860 | 32% | 2,860 |

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<th>Medicare ID</th>
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| Total      | 611 | 2,644 | 3,255 | 5,860 | 56% | 4,493 |
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| **Total**    | **611** | **4,156** | **4,757** | **5,860** | **81%** | **6,981** |