

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,

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

Enclosure



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,

A handwritten signature in cursive script that reads "Kevin L. Alexander OD, PhD".

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

Medicare ID	Specialty/Profession	Gallup Useable Completes	Dmrkynetec Full Completes	Total Completes	Desired Completes Responses	% Complete	Total Number of Responses (includes partial completes)
003	Allergy and Immunology	16	42	58	100	58%	83
005	Anesthesiology	15	34	49	155	32%	81
064	Audiologist	11	42	53	100	53%	76
006	Cardiology	3	11	14	140	10%	20
033	Cardiothoracic Surgery	13	17	30	100	30%	52
035	Chiropractor	37	17	54	100	54%	62
068	Clinical Psychology	8	8	16	50	32%	21
080	Clinical Social Work	7	28	35	50	70%	57
028	Colon & Rectal Surgery	39	23	62	100	62%	85
007	Dermatology	12	15	27	100	27%	49
093	Emergency Medicine	2	8	10	125	8%	19
046	Endocrinology	1	18	19	100	19%	36
008	Family Medicine	17	43	60	275	22%	81
010	Gastroenterology	12	10	22	100	22%	34
001	General Practice	3	16	19	100	19%	28
002	General Surgery	16	12	28	115	24%	59
038	Geriatrics	7	23	30	100	30%	52
040	Hand Surgery	1	38	39	100	39%	48
011	Internal Medicine	6	59	65	350	19%	83
009	Interventional Pain Medicine	5	33	38	100	38%	51
094	Interventional Radiology	0	31	31	100	31%	50
090	Medical Oncology	4	10	14	100	14%	22
039	Nephrology	9	21	30	100	30%	43
013	Neurology	8	16	24	100	24%	41
014	Neurosurgery	17	15	32	100	32%	65
036	Nuclear Medicine	3	14	17	100	17%	47
016	Obstetrics/Gynecology	12	43	55	175	31%	78
018	Ophthalmology	10	31	41	100	41%	77
041	Optometry	29	38	67	100	67%	75
019	Oral Surgery (Dentist only)	39	17	56	100	56%	62
020	Orthopaedic Surgery	8	25	33	100	33%	54
012	Osteopathic Manipulative Therapy	30	1	31	50	62%	53
004	Otolaryngology	3	14	17	100	17%	52
072	Pain Medicine	4	14	18	100	18%	30
022	Pathology	27	12	39	100	39%	73
037	Pediatrics	17	69	86	200	43%	113
025	Physical Medicine and Rehab	11	29	40	100	40%	63
065	Physical Therapy	23	14	37	100	37%	58
024	Plastic Surgery	7	31	38	100	38%	59
048	Podiatry	40	59	99	100	99%	104
026	Psychiatry	7	28	35	185	19%	54
029	Pulmonary Disease	2	28	30	100	30%	48
092	Radiation Oncology	1	24	25	100	25%	36
030	Radiology	9	34	43	190	23%	65
071	Registered Dieticians	11	26	37	100	37%	47
097	Reproductive Endocrinology	11	16	27	100	27%	48
066	Rheumatology	6	41	47	100	47%	62
098	Sleep Medicine	8	27	35	100	35%	49
099	Spine Surgery	7	11	18	100	18%	34
034	Urology	20	7	27	100	27%	55
077	Vascular Surgery	7	36	43	100	43%	66
Total		621	1,279	1,900	5,860	32%	2,860

Physician Practice Information Survey - Completes as of 08/15/2008

Medicare ID	Specialty/Profession	Gallup Useable Completes	Dmrkynetec Full Completes	Total Completes	Desired Completes Responses	% Complete	Total Number of Responses (includes partial completes)
003	Allergy and Immunology	16	96	112	100	112%	162
005	Anesthesiology	15	73	88	155	57%	133
064	Audiologist	11	78	89	100	89%	139
006	Cardiology	3	16	19	140	14%	36
033	Cardiothoracic Surgery	13	39	52	100	52%	89
035	Chiropractor	37	38	75	100	75%	83
068	Clinical Psychology	8	23	31	50	62%	37
080	Clinical Social Work	7	29	36	50	72%	59
028	Colon & Rectal Surgery	39	66	105	100	105%	136
007	Dermatology	12	53	65	100	65%	102
093	Emergency Medicine	2	33	35	125	28%	55
046	Endocrinology	1	31	32	100	32%	56
008	Family Medicine	17	92	109	275	40%	160
010	Gastroenterology	12	29	41	100	41%	64
001	General Practice	3	24	27	100	27%	41
002	General Surgery	16	41	57	115	50%	104
038	Geriatrics	7	40	47	100	47%	81
040	Hand Surgery	1	101	102	100	102%	135
011	Internal Medicine	6	100	106	350	30%	156
009	Interventional Pain Medicine	5	65	70	100	70%	100
094	Interventional Radiology	0	47	47	100	47%	86
090	Medical Oncology	4	18	22	100	22%	37
039	Nephrology	9	31	40	100	40%	64
013	Neurology	10	33	43	100	43%	75
014	Neurosurgery	17	57	74	100	74%	121
036	Nuclear Medicine	3	26	29	100	29%	71
016	Obstetrics/Gynecology	12	63	75	175	43%	112
018	Ophthalmology	10	81	91	100	91%	145
041	Optometry	29	94	123	100	123%	134
019	Oral Surgery (Dentist only)	39	61	100	100	100%	107
020	Orthopaedic Surgery	8	40	48	100	48%	76
012	Osteopathic Manipulative Therapy	30	5	35	50	70%	57
004	Otolaryngology	3	60	63	100	63%	116
072	Pain Medicine	4	28	32	100	32%	50
022	Pathology	27	48	75	100	75%	123
037	Pediatrics	17	91	108	200	54%	166
025	Physical Medicine and Rehab	11	55	66	100	66%	104
065	Physical Therapy	23	61	84	100	84%	129
024	Plastic Surgery	7	44	51	100	51%	77
048	Podiatry	26	96	122	100	122%	145
026	Psychiatry	7	67	74	185	40%	107
029	Pulmonary Disease	3	51	54	100	54%	87
092	Radiation Oncology	1	58	59	100	59%	82
030	Radiology	9	60	69	190	36%	105
071	Registered Dieticians	11	43	54	100	54%	71
097	Reproductive Endocrinology	11	31	42	100	42%	68
066	Rheumatology	6	64	70	100	70%	100
098	Sleep Medicine	9	43	52	100	52%	81
099	Spine Surgery	7	25	32	100	32%	52
034	Urology	20	36	56	100	56%	92
077	Vascular Surgery	7	60	67	100	67%	99
Total		611	2,644	3,255	5,860	56%	4,493

Physician Practice Information Survey - Completes as of 12/05/2008

Medicare ID	Specialty/Profession	Gallup Useable Completes	Dmrkynetec Full Completes	Total Completes	Desired Completes Responses	% Complete	Total Number of Responses (includes partial completes)
003	Allergy and Immunology	16	99	115	100	115%	167
005	Anesthesiology	15	99	114	155	74%	163
064	Audiologist	11	101	112	100	112%	207
006	Cardiology	3	68	71	140	51%	113
033	Cardiothoracic Surgery	13	96	109	100	109%	157
035	Chiropractor	37	92	129	100	129%	143
068	Clinical Psychology	8	68	76	50	152%	97
080	Clinical Social Work	7	147	154	50	308%	187
028	Colon & Rectal Surgery	39	74	113	100	113%	148
007	Dermatology	12	85	97	100	97%	143
093	Emergency Medicine	2	87	89	125	71%	116
046	Endocrinology	1	100	101	100	101%	142
008	Family Medicine	17	117	134	275	49%	202
010	Gastroenterology	12	58	70	100	70%	109
001	General Practice	3	35	38	100	38%	53
002	General Surgery	16	103	119	115	103%	180
038	Geriatrics	7	85	92	100	92%	136
040	Hand Surgery	1	107	108	100	108%	142
011	Internal Medicine	6	124	130	350	37%	190
009	Interventional Pain Medicine	5	71	76	100	76%	113
094	Interventional Radiology	0	62	62	100	62%	107
090	Medical Oncology	4	61	65	100	65%	108
039	Nephrology	9	61	70	100	70%	109
013	Neurology	10	93	103	100	103%	159
014	Neurosurgery	17	78	95	100	95%	151
036	Nuclear Medicine	3	29	32	100	32%	78
016	Obstetrics/Gynecology	12	82	94	175	54%	136
018	Ophthalmology	10	93	103	100	103%	161
041	Optometry	29	101	130	100	130%	149
019	Oral Surgery (Dentist only)	39	63	102	100	102%	118
020	Orthopaedic Surgery	8	81	89	100	89%	122
012	Osteopathic Manipulative Therapy	30	7	37	50	74%	59
004	Otolaryngology	3	88	91	100	91%	161
072	Pain Medicine	4	68	72	100	72%	107
022	Pathology	27	60	87	100	87%	138
037	Pediatrics	17	102	119	200	60%	184
025	Physical Medicine and Rehab	11	75	86	100	86%	137
065	Physical Therapy	23	93	116	100	116%	209
024	Plastic Surgery	7	112	119	100	119%	163
048	Podiatry	26	97	123	100	123%	166
026	Psychiatry	7	98	105	185	57%	152
029	Pulmonary Disease	3	83	86	100	86%	126
092	Radiation Oncology	1	90	91	100	91%	124
030	Radiology	9	86	95	190	50%	142
071	Registered Dieticians	11	87	98	100	98%	138
097	Reproductive Endocrinology	11	43	54	100	54%	84
066	Rheumatology	6	89	95	100	95%	138
098	Sleep Medicine	9	47	56	100	56%	93
099	Spine Surgery	7	46	53	100	53%	80
034	Urology	20	88	108	100	108%	154
077	Vascular Surgery	7	77	84	100	84%	120
Total		611	4,156	4,767	5,860	81%	6,981