

April 17, 2013

The Honorable Larry Bucshon, MD
U.S. House of Representatives
1005 Longworth House Office Building
Washington, DC 20515

The Honorable David Scott
U.S. House of Representatives
225 Cannon House Office Building
Washington, DC 20515

Dear Representatives Bucshon and Scott:

On behalf of the undersigned organizations, thank you for your continued efforts to ensure patients have accurate information regarding the education, training, and qualifications of individuals providing their healthcare services. We appreciate your leadership in introducing H.R. 1427, the Truth in Health Marketing Act of 2013.

As physicians, we often hear from our patients regarding the frustration and difficulty associated with navigating our healthcare system. Recent studies confirm America's patients prefer a physician-led approach to healthcare and are often confused about the level of training and education of their healthcare providers - including physicians, technicians, nurses, physician assistants, and other allied providers. Patients lack information about the wide diversity of professionals who work in healthcare settings, and they are understandably confused by the increasing ambiguity of healthcare provider-related advertisements and marketing. Because of this uncertainty, patient-centered care and decision-making have been compromised.

H.R. 1427 will empower patients by improving transparency in healthcare provider-related advertisements and marketing. In addition, the legislation provides modest, yet meaningful, increases in resources to marketplace regulators so they can effectively enforce federal consumer protection laws pertaining to the healthcare setting.

We applaud you for your leadership on this critical issue and look forward to working with you to ensure passage of this important legislation.

Sincerely,

American Academy of Facial Plastic and Reconstructive Surgery
American Academy of Family Physicians
American Academy of Neurology
American Academy of Ophthalmology
American Academy of Otolaryngology—Head and Neck Surgery
American Association of Orthopaedic Surgeons
American College of Surgeons
American Osteopathic Academy of Orthopedics
American Medical Association
American Psychiatric Association
American Society of Anesthesiologists
American Society of Cataract and Refractive Surgery
American Society of Colon and Rectal Surgeons
American Society of Plastic Surgeons
Society of American Gastrointestinal and Endoscopic Surgeons