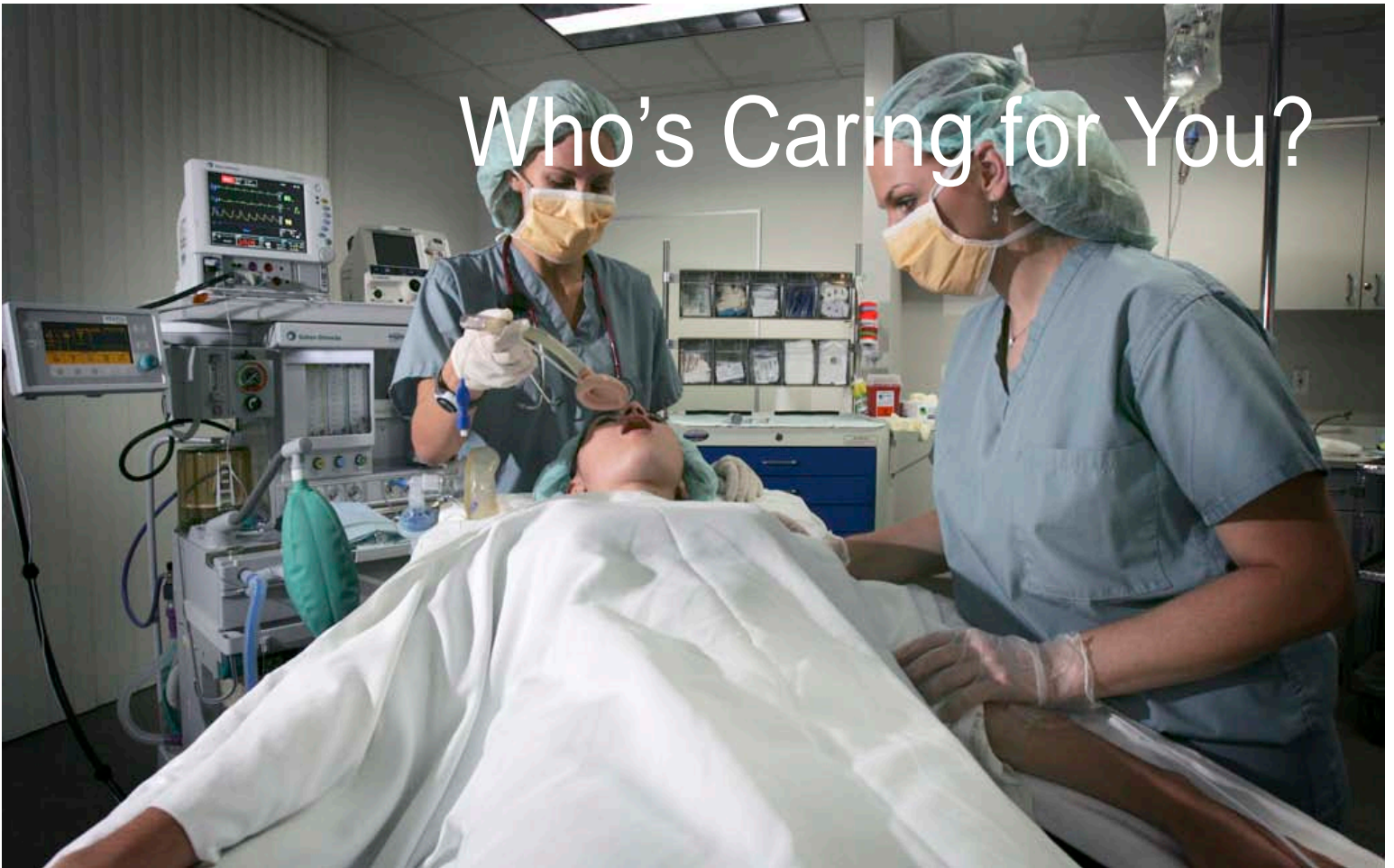


Who's Caring for You?



SUPPORT HEALTHCARE TRUTH & TRANSPARENCY LEGISLATION

PURPOSE

"To prohibit misleading and deceptive advertising or representation in the provision of health care services, and to require the identification of the license of certain health care providers."

NEED

90% of patients surveyed would want their practitioner to make it clear prior to treatment if they are not a medical doctor or doctor of osteopathic medicine.

GOALS

- Promote patient safety
- Reduce patient confusion
- Help patients make informed choices
- Ensure patient confidence

FALSE AND MISLEADING ADVERTISING OF HEALTHCARE PROFESSIONALS IS FUELING PATIENT CONFUSION

For patients undergoing surgical/ medical /diagnostic procedures, the sheer number of medical, administrative, nursing, and ancillary staff that they may encounter can easily lead to confusion in understanding who is providing specific types of care. As medical practices evolve, it is not uncommon for patients to receive care from advanced practice nurses, physician's assistants, residents, students, and medical therapists, among many others, in addition to attending physicians. The formal titles of these health care providers and the manner of patient introduction may lead to increased levels of patient confusion concerning their medical care.

Healthcare Truth & Transparency legislation would significantly reduce patient confusion and safeguard the public by prohibiting the dangerous practice of some health care providers who are not medical doctors using misleading terminology to misrepresent themselves or their qualifications. Patients should be confident in their healthcare decisions without having to second-guess their providers' credentials.



American
Academy of
Anesthesiologist
Assistants

Healthcare Truth and Transparency Legislation

“To prohibit misleading and deceptive advertising or representation in the provision of health care services, and to require the identification of the license of certain health care providers.”

Currently in the Subcommittee on Health and is essentially only in the first step of the legislative process.

History

May 10, 2007 H.R. 2260 was introduced by US Congressman John Sullivan (R-Oklahoma) and Gene Green (D-Texas) and referred to the Committee on Energy and Commerce.

It is a revision of the 2006 bill which included doctors of dental surgery and dental medicine. The 2007 bill only limits healthcare providers who are “not a medical doctor or doctor of osteopathic medicine”.

Based on surveys conducted by CHART (Coalition for Healthcare Accountability, Responsibility and Transparency) 9 leading medical associations including: American Medical Association, the American Academy of Ophthalmology, the American Osteopathic Association, American Psychiatric Association, the American Academy of Otolaryngology, the American College of Surgeons, and the American Society of Anesthesiologists. Found that 86% of patients surveyed support federal regulations that would make it easier to determine a healthcare provider’s qualifications. In addition, 90% of patients surveyed would want their practitioner to make it clear prior to treatment if they are not a medical doctor or doctor of osteopathic medicine.

Negative press for Representative Sullivan- Healthcare industry has been one of his greatest financial contributors in his congressional campaigns.

Truth & Transparency Legislation

PURPOSE

- Strengthen the Federal Trade Commission (FTC) enforcement against misrepresentation as to healthcare provider's education, skills, and training.
- FTC identifies specific acts and practices which would then be subject to fines up to \$10,000 per violation.
- FTC will conduct a survey after the passing of the bill into law to identify specific acts or practices and their frequency. The survey should also identify the extent of harm or injury as a result of misrepresentation. Results will be reported to Congress within one year after passage of bill into law.

GOALS

- Promote patient safety
- Reduce patient confusion
- Help patients make informed choices
- Ensure patient confidence

SUPPORT

- American Society of Anesthesiologists- "significantly reduce patient confusion and safeguard the public"
- American Psychiatric Association (APA)- "Information is power"
- American Medical Association (AMA)- supported by physician community

OPPOSITION

- American Nursing Association- “unnecessary and dangerous imposition of trade restriction on nursing practice”. They state that it will limit the scope of practice of healthcare providers. Their argument is that Advanced Practice Nurses (CRNAs and NPs) have outcomes similar to medical doctors in multiple surveys and have better patient satisfaction. Advanced Practice Nurses “provide services equivalent to those of medical doctors and doctors of osteopathy”. Also feel that individual state nursing boards should be left to govern these types of violations.

EFFECT ON ANESTHESIOLOGIST ASSSISTANTS

- AAs are patient advocates and should support any legislation that will help patients make informed healthcare decisions.
- States are already incorporating identification processes within their legislation for AAs. For example, North Carolina states that an AA who is doctorally prepared is prohibited from using the title “Doctor” or “Dr” on a name badge or when identifying themselves to a patient.