



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 Society of Cataract and Refractive Surgery, American Academy of Ophthalmology 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,

Richard L. Lindstrom, MD
President
American Society of Cataract and Refractive Surgery

Michael D. Maves, MD, MBA
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Enclosure