

October 24, 2017

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. 3928, the *Truth in Healthcare Marketing Act of 2017*.

Physicians often field complaints from their patients regarding the frustration and difficulty associated with navigating our healthcare system. In addition, there is often a lack of information and/or transparency associated with deciphering the level of training and education of various 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. Unfortunately, it's likely that these issues will only get worse as our healthcare system continues to evolve and patients are increasingly able to see healthcare providers in a variety of settings.

H.R. 3928 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 Dermatology Association
American Academy of Facial Plastic and Reconstructive Surgery
American Academy of Neurology
American Academy of Ophthalmology
American Academy of Otolaryngology—Head and Neck Surgery
American Association of Neurological Surgeons/
Congress of Neurological Surgeons
American Association of Orthopaedic Surgeons
American College of Osteopathic Surgeons
American College of Surgeons
American Medical Association

American Psychiatric Association
American Society for Dermatologic Surgery Association
American Society of Anesthesiologists
American Society of Cataract and Refractive Surgery
American Society of Plastic Surgeons
American Urological Association
National Association of Spine Specialists

Cc: U.S House of Representatives