



November 17, 2008

To: Medical Society CEOs

From: Lou Goodman, President, The Physicians' Foundation

Tim Norbeck, Executive Director, The Physicians' Foundation

Re: The Physicians' Perspective: Medical Practice in 2008

We are very pleased to announce that tomorrow morning, The Physicians' Foundation will release the findings from its survey, *The Physicians' Perspective: Medical Practice in 2008*.

As our colleagues and friends, we wanted to make you aware of the survey's release in advance, and to take this opportunity to thank you for promoting its findings among physicians in your state. We could not have done the survey without your support.

The Physicians' Foundation's goal in conducting this survey is to give physicians a voice, so that their thoughts, ideas and concerns might be better understood by policy makers, employers, insurance companies and the public at large. Through responses provided by approximately 12,000 physicians nationwide that include more than 800,000 data points – as well as through written comments by more than 4,000 physicians – the survey offers a unique and valuable insight into the practices and mindsets of today's doctors.

Attached to this email please find the Executive Summary and Key Findings of the survey. **We ask that you refrain from sharing these documents until the Foundation has released the full survey report to the public tomorrow afternoon.** If you receive any press inquiries before that time, please contact Brian Durand at Global Strategy Group, who can be reached at (860) 547-1414. The full survey report will be available Tuesday morning at The Physicians' Foundation website, www.physiciansfoundation.org.

Additionally, **please tune in to CNN tomorrow morning** to watch Dr. Sanjay Gupta's report on the survey and the many important issues that it raises. The segment is scheduled to air between 7:30 and 8:30 AM; however that time is subject to change. Regardless, it should air multiple times throughout the day and will be available on CNN's website.

Thank you again for your support as we aim to give physicians a voice in today's healthcare debates.

The Physicians' Foundation
77 Summer Street, 8th Floor
Boston, MA 02110
617-399-0417
www.physiciansfoundation.org