



**AMERICAN ACADEMY OF  
OTOLARYNGOLOGY—  
HEAD AND NECK SURGERY**

May 12, 2015

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 approximately 12,000 members of the American Academy of Otolaryngology–Head and Neck Surgery (AAO-HNS), the national medical association of physicians dedicated to the care of patients with disorders of the ears, nose, throat (ENT), and related structures of the head and neck, 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 reintroducing H.R. 1741, the “Truth in Healthcare Marketing Act of 2015,” and offer our active support for the bill.**

As physicians, we often hear from our patients regarding the frustration and difficulty associated with navigating our healthcare system. Studies have confirmed that 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. 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. 1741 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.

The AAO-HNS applauds you for your leadership on this critical issue and looks forward to working with you to ensure passage of this important legislation. If you or your staff has any questions, please contact Megan Marcinko, Director of Congressional Affairs, at 703-535-3796 or [mmarcinko@entnet.org](mailto:mmarcinko@entnet.org).

Sincerely,

James C. Denny III, MD  
Executive Vice President/CEO

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