

February 10, 2015

The Honorable Kathy Campbell
Chair, Health and Human Services Committee
Nebraska State Legislature
P.O. Box 94604
Lincoln, NE 68509

RE: Support for LB 452

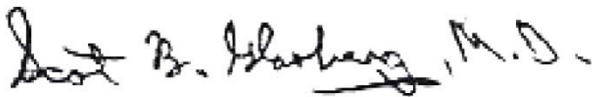
Dear Honorable Senator Kathy Campbell,

On behalf of the American Society of Plastic Surgeons (ASPS), I am writing in support of LB 452, which would better inform patients by implementing important criteria for health care provider advertising. Founded in 1931, ASPS is the largest association of plastic surgeons in the world, representing more than 7,000 members and 94 percent of all American Board of Plastic Surgery board-certified plastic surgeons in the United States. We strongly support patient-centered care, and we believe LB 452 advances that goal.

This legislation would help provide clarity and transparency for patients when they seek health care services. Currently, patients often mistake medical doctors with non-physician providers, and they may not know that certain medical specialists are physicians. For example, a recent American Medical Association survey of 800 adults nationwide yielded that 74 percent of respondents believed that podiatrists are medical doctors – they are not. LB 452's commonsense measures are aimed to help alleviate this "white coat" confusion and ensure that patients know precisely what type of health care professional is treating them – be it a physician, nurse, assistant or technician. Uninformed choices expose patients to the possibility of negative unintended consequences, and this bill will help prevent that by adding important information to the patient decision-making process.

Thank you for your continued support of patient safety and truthful advertising practices. ASPS fully supports LB 452 as it is currently written. If you have any questions or need further assistance, please feel free to contact ASPS Senior Manager of Advocacy and Government Affairs, Patrick Hermes, at phermes@plasticsurgery.org.

Sincerely,



Scot B. Glasberg, MD
President, American Society of Plastic Surgeons