



Michael D. Maves, MD, MBA, Executive Vice President, CEO

March 27, 2007

Dear Resident and Fellow Program Director:

I am writing to ask for your help in ending a recruiting practice directed at resident and fellow physicians that may interfere with training and patient care. In response to the increasing shortage of physicians, physician recruitment firms have become more aggressive in their recruitment of physicians-in-training.

Resident and fellow physicians increasingly are being interrupted throughout their work day by recruiters who call the facility's main number and have resident and fellow physicians paged. In some instances, recruiters are not always forthcoming in identifying themselves or the purpose of the call. Some have even alluded (wrongfully) to having an affiliation with the AMA. The AMA, with the assistance of the AMA Resident and Fellow Section, is committed to helping eliminate this unwelcome distraction by taking the following actions:

1. The AMA has contacted the National Association of Physician Recruiters requesting that it ask its member organizations to respect the sanctity of the workplace by not making unsolicited calls to resident and fellow physicians at work. Please see the attached letter.
2. The AMA is in the process of encouraging resident and fellow physicians to report to the AMA any recruiter who contacts them on an unsolicited basis at work. If the recruiting company is a licensee of AMA Masterfile data, and that data has been used improperly to contact resident or fellow physicians on an unsolicited basis, contractual remedies will be invoked. In this regard, the AMA is in the process of implementing new contract obligations for licensees that will prohibit recruiters that obtain AMA data from contacting resident and fellow physicians on an unsolicited basis at their workplaces. If the recruiter is not a licensee of the AMA, the AMA will contact the offending company to report the infraction and urge them to respect the physician's wishes not to be contacted at work.
3. The AMA is seeking your assistance in making your resident and fellow physicians aware of an option presently available to them to "flag" their record in the AMA Masterfile as *No Contact*. This will bar all licensees of AMA data (including recruiters) from marketing to the physician via mail, telephone or fax. The *No Contact* restriction may inhibit, however, the receipt of professional journals, offers to participate in research or CME announcements. (Information about AMA's privacy policies and the *No Contact* option can be found at www.ama-assn.org/go/databaselicensingprivacynotice.)

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Of course, the AMA is not the only source of information that recruiters use to locate and contact residents. We need the help of all residency programs to combat the tactics of those recruiters who interfere with training and patient care. We encourage you to make sure that appropriate administrative procedures are in place at your institution to screen recruiter calls and prevent the unsolicited calling or paging of resident and fellow physicians in the workplace. We would be interested to know whether such measures are successful.

We hope you will join us in this effort on behalf of resident and fellow physicians to protect the quality of their training and patient care.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Maves". The signature is written in a cursive, flowing style.

Michael D. Maves, MD, MBA

Enclosure



Michael D. Maves, MD, MBA, Executive Vice President, CEO

March 27, 2007

Mr. Bill Kautter
Executive Vice President
National Association of Physician Recruiters
222 South Westmonte Drive
Suite 101
Altamonte Springs, FL 32714

Dear Mr. Kautter:

I am writing to ask for your help in ending a recruiting practice directed at resident and fellow physicians that interferes with physician training and patient care. In response to the increasing shortage of physicians, physician recruitment firms have become more aggressive in their outreach to physicians-in-training.

The American Medical Association (AMA) has received numerous complaints from resident and fellow physicians who report increasing interruptions throughout their work day by recruiters who often have them paged through the hospital or program's main number. In some instances, recruiters are not always forthcoming in identifying themselves or the purpose of the call. Some have even alluded (wrongfully) to having an affiliation with the AMA. Unsolicited paging tactics are disruptive to patient care and add additional frustration to an already busy day. Over time, residents and fellows may develop animosity toward recruiting firms.

The AMA asks that the National Association of Physician Recruiters adopt voluntary marketing guidelines that will discourage unsolicited paging of residents and fellows at their places of work. We also ask that you caution your members not to allude, implicitly or explicitly, to any endorsement by or affiliation with the AMA when contacting prospects.

We hope you will join us in this effort on behalf of resident and fellow physicians to protect the quality of their training and patient care.

Sincerely,

A handwritten signature in black ink that reads "Mike Maves". The signature is written in a cursive, flowing style.

Michael D. Maves, MD, MBA