



Dear Doctor:

We write to ensure that you are aware of a particular element of the federal Patient Protection and Affordable Care Act of 2010 that will affect how companies and customers interact in the years ahead.

The new health care law includes a provision called the Physician Payment Sunshine Act. Effective August 1, 2013, the Sunshine Act requires that companies record and subsequently report to the federal Centers for Medicare & Medicaid Services (CMS) activity where a “transfer of value” to a physician, dentist or teaching hospital occurs that is \$10 or more, and even activity involving items less than \$10 if the aggregate value reaches \$100 annually. A company’s failure to comply with the reporting requirements could result in financial penalties for that company.

In short, any meals and educational opportunities, or other transfers of value whether in cash-equivalent or in kind, we provide to physicians, dentists or teaching hospitals must be reported to CMS, which will then make public that “transfer of value” on a special CMS website, starting in September 2014.

This new law does not mean we can no longer engage our practitioners as part of our continuous effort to inform you of the ways we can assist with your practice needs, but it does mean that such activity will be more visible. That said, we believe the new law should in no way deter us from building upon our valuable relationship with you and meeting your practice needs. We have always believed that our business relationship is built on the foundation of trust and reliability that is the hallmark of HealthFirst.

As always, we thank you for your business, and we thank in you advance for your understanding. If you have questions, please don’t hesitate to reach out to one of our Compliance Counselors at 800.331.1984 or 425.771.5733.

Sincerely,

Don Cohen, DMD
Chief Compliance Officer