

ASSOCIATION OF NORTHERN CALIFORNIA ONCOLOGISTS

*State/Regional Affiliate, American Society of Clinical Oncology • Member, Association of Community Cancer Centers
Member, National Coalition for Cancer Survivorship • Partner, California Oncology Consortium*

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April 20, 2006

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José Luis González

P.O. Box 151109
San Rafael, California
94915-1109
Voice: (415) 472-3960
FAX: (415) 472-3961
execdir@anco-online.org
www.anco-online.org

TO: ANCO Member Practices
FROM: José Luis González, *Executive Director*
Association of Northern California Oncologists
RE: *Referring Physician Satisfaction Survey*
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While patient satisfaction is extremely important, primary care physicians are the principal customers of specialist practices. To ensure that their referrals continue, it is vital to know referring physicians' satisfaction with all phases of practice operations and service performance.

A Referring Physician Satisfaction Survey can provide important feedback on the following aspects of medical oncology practice:

- willingness to see patients on short notice;
- timeliness of the patient status report;
- availability by telephone for consults;
- courtesy of office staff; and,
- satisfaction of patients who are referred.

Because you need to know how your referring physicians feel about your systems, services and performance, the *Association of Northern California Oncologists* (ANCO) is using its negotiating leverage to offer you a reliable *Referring Physician Satisfaction Survey* at a steep discount.

Sullivan/Luallin Healthcare Consulting has the largest ambulatory database in healthcare, and serves more than 400 group practices and physician networks each year. ANCO and *Sullivan/Luallin* have cooperated on a *Patient Satisfaction Survey* for the past several years. We are now offering a *Referring Physician Satisfaction Survey* for your consideration.

ANCO will fund the set-up fee so that our members can participate for a discounted rate of \$95 (plus print and mailing costs) for each physician—representing a substantial discount

available only through your ANCO membership.

Here's how it works. Participating practices:

1. Send *Sullivan/Luallin* the names/addresses of their primary care physicians on labels (or electronically and *Sullivan/Luallin* will produce the mailing labels).
2. Send *Sullivan/Luallin* the appropriate number of printed cover letterheads and envelopes. (*Sullivan/Luallin* will provide suggestions for cover letter content.)
3. *Sullivan/Luallin* will stuff, seal, and mail the cover letter and survey instrument to the referring primary care physicians.
4. After the response deadline, *Sullivan/Luallin* will enter the data and produce a report for each participating practice including the verbatim comments from each responding referring physician.

In addition to your practice report, you'll receive a copy of *Sullivan/Luallin's* analytical report of the ANCO summary results, with recommendations for setting priorities and improving the scores based on nearly 20 years of on-site consulting experience. The report will include proven techniques for meeting referring physician service expectations.

ANCO believes that value-added services are part of an association's responsibility to its members. We are confident that the *Referring Physician Satisfaction Survey* will be a valuable practice-building tool for you, and we invite your participation.

To participate, please respond by May 1st using the FAX form below.

Please FAX to Sullivan/Luallin at (619) 283-2993 ASAP!

YES, I/we want to conduct an ANCO *Referring Physician Satisfaction Survey* for my practice.

I/We am/are a solo physician ___/group practice ___.

Practice name _____

Contact Name _____

Address _____

Number of physicians participating _____

Phone _____ FAX _____

Email _____

Thank you for your quick response and for your participation!