

# 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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San Leandro

May 4, 2006

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**TO:** ANCO Members

**FROM:** José L. González, *ANCO Executive Director*

*Secretary*

L. Wayne Keiser, M.D.  
Santa Rosa

**RE:** ANCO/MOASC Patient Satisfaction Survey

*Treasurer*

Stephen T. Hufford, M.D.  
San Francisco

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*Board of Directors*

Norman Cohen, M.D.  
Oakland

Patient loyalty, and their willingness to refer friends and family members, are major influences on the success of your practice. In addition, patient satisfaction data collected on surveys can be used to negotiate attractive reimbursement rates during contract talks.

George A. Fisher, M.D.  
Stanford

Russell Hardy, M.D.  
Ukiah

Because you need to know how your patients feel about your systems, services and performance, the *Association of Northern California Oncologists* (ANCO) and *Medical Oncology Association of Southern California* (MOASC) are using our combined strength to offer you a reliable patient survey at a steep discount.

John A. Keech, Jr., D.O.  
Chico

Daniel P. Mirda, M.D.  
Napa

Sullivan/Luallin's *PATIENT SURVEY NETWORK*™ has the largest ambulatory database in healthcare, and serves more than 400 group practices and physician networks each year. Enclosed for your review is a copy of the survey form customized for use in Oncology offices, and a few representative pages from the report. Among the major benefits of the process are:

Robert S. Miller, M.D.  
Sacramento

Roger Shiffman, M.D.  
Monterey

Peter Paul Yu, M.D.  
Sunnyvale

- *Easy-to-complete survey* covering issues important to patients and payers
- *Turn-key service* requiring minimal staff time
- *Questionnaires personalized* with practice/physician names at no extra cost
- *Easy-to-read reports* with no need for an interpretation guide
- *Individual physician reports* for meeting accreditation requirements
- *Benchmarking* your scores with the ANCO/MOASC database

*Executive Director*  
José Luis González

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ANCO and MOASC will fund the set-up fee so that our members can participate for a discounted rate of \$100 (plus printing/postage) for each physician—representing a substantial discount available only through your ANCO and/or MOASC membership.

Here's how it works. You'll receive 100 personalized surveys *per participating physician* to be distributed to arriving patients who complete them while in your office and deposit them in a box in your reception area. After you've accumulated approximately 40-50 surveys *per participating physician*, simply batch the questionnaires by physician and send them to Sullivan/Luallin with your payment of \$100 *per participating physician*. Sullivan/Luallin will then tabulate the results and produce the reports.

Please note that a modest (approximately \$15) per physician printing charge will be assessed on all practices that do not report data for physicians who indicated that they would participate but do not return surveys.

In addition to your individual physician report, you'll receive a copy of Sullivan/Luallin's analytical report of the ANCO/MOASC 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 patients' service expectations despite the pressures and frustrations that make life difficult for you and your staff. Past participants will also receive a comparative analysis to show how their patient satisfaction has changed over time.

ANCO and MOASC believe that value-added services are part of an association's responsibility to its members. We're confident that the Patient Survey Program will be a valuable practice-building tool for you, and we invite your participation.

To participate, please respond by May 19<sup>th</sup> using the FAX form below.

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

YES, I/we want to conduct an ANCO/MOASC Patient Satisfaction Survey in my practice.

I/We am/are a solo physician \_\_\_/group practice \_\_\_ and ANCO\_\_\_/MOASC\_\_\_ member(s).

Practice name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Number of physicians participating \_\_\_\_\_

Name(s) of physicians participating \_\_\_\_\_  
(use additional sheets, if necessary)

Phone \_\_\_\_\_ FAX \_\_\_\_\_

Email \_\_\_\_\_

*Thank you for your quick response and for your participation!*