

## **A Failure to Connect: Providers Feel Left Out of Debate on Health Reform**

### *New Survey Shows Most Doctors, Nurses Believe Medical Expertise Excluded from Debate*

**WASHINGTON D.C., October 20, 2009** – Two-thirds (66%) of physicians surveyed and a majority (53%) of nurses surveyed believe that their expertise has barely been considered in healthcare reform. Beyond this, a substantial plurality of physicians (43%) and a majority of nurses (54%) indicate that they have not received enough information to understand the policy changes being proposed as part of healthcare reform, according to a survey released today, as the Senate prepares to begin floor debate on health reform. The online survey, conducted by Chandler Chicco Companies (CCC), a global network of healthcare communications companies and an inVentiv Health company (NASDAQ: VTIV), was conducted from September 17 - October 2, 2009 among 385 physicians (+/- 5.1%) and 444 nurses (+/- 4.8%) nationwide.

“Physicians and nurses are feeling bypassed as it relates to the debate around healthcare reform,” said Robert Chandler, Principal, Chandler Chicco Companies. “Making sure this important group of stakeholders feel their voices are being heard should be the top priority for the President, the Congress and the media. After all, these are the people on the frontlines of healthcare delivery.”

This survey also revealed that roughly 9 in 10 (88% of physicians, 90% of nurses) respondents describe news coverage of healthcare debate as being too focused on politics instead of policy.

“Patients rely on doctors and nurses who treat them for information about health and health care,” said Chandler. “Given these findings, it is not surprising that many Americans are unsure about whether the health reform debate in Washington will actually result in better health care.”

#### **THE RESULTS: Additional Findings**

- A plurality of physicians (43%) and majority of nurses (54%) surveyed say they don't understand the policy changes being proposed as a part of healthcare reform.

- 7 in 10 (70%) physicians surveyed believe that tort reform is not likely to result in less recourse for patients.
- Approximately 6 in 10 physicians surveyed believe that tort reform is extremely or very likely to lead to fewer unnecessary tests (63%) and lower insurance costs (59%).

## EDITOR'S NOTES

### **About Chandler Chicco Companies**

Chandler Chicco Companies is a network of global companies representing best-in-class capabilities in healthcare communications across public relations, marketing and branding, graphic design, media and production, and research and measurement. Current Chandler Chicco companies include: **Chandler Chicco Agency, Biosector 2, Litmus, Determinus, 'nition, Allidura Consumer, Brandtectonics and Chandler Chicco Productions.**

CCC has wholly-owned offices in London, Los Angeles, Paris, New York and Washington, DC and also has a global affiliate healthcare network of 22 national companies operating across 37 markets. For more information, visit [www.chandlerchiccocompanies.com](http://www.chandlerchiccocompanies.com)

### **About inVentiv Health**

inVentiv Health, Inc. (NASDAQ: VTIV) is an insights-driven global healthcare leader that provides dynamic solutions to deliver customer and patient success. inVentiv delivers its customized clinical, sales, marketing and communications solutions through its four core business segments: inVentiv Clinical, inVentiv Communications, inVentiv Commercial, and inVentiv Patient Outcomes. inVentiv Health's client roster is comprised of more than 350 leading pharmaceutical, biotech, life sciences and healthcare payor companies, including all top 20 global pharmaceutical manufacturers. For more information, visit [www.inventivhealth.com](http://www.inventivhealth.com).

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