

ABMS “In the News”

May 2008





Press Clips, Media & Releases

May 2008

Part of ABMS' strategic mission is to communicate to appropriate external stakeholders that board certification is known as a major marker of quality for physician practice performance and that ABMS is recognized as the organization that establishes standards and criteria.

Shown in this book are the numerous mentions that ABMS has received in the press and media from May 2008.

If you have any questions or come across other mentions of ABMS in the media, press or on the Internet, please direct all copies to Lori Boukas, Director of Marketing and Communications so this information can be published back to the boards.

Table of Contents

Press Clips

- 1) May 2008

Press Releases

- 2) ABMS Assembly Votes in Favor of Three-Year Initiative to Enhance Public Trust in the Board Certification Process – May 19, 2008

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American Board
of Medical Specialties
Higher standards. Better care.

Press Clips



American Board of Medical Specialties

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ABMS Monthly Media Report May, 2008

Following is a summary of media coverage identified during the month of May related to the American Board of Medical Specialties (ABMS). A brief description of each story, along with an excerpt is provided as well as available links for complete articles. For other articles contact lboukas@abms.org.

ABMS Outreach

Story #1

Star-Ledger (Newark, N.J.)

“New Jersey Business Briefs”

Angela Stewart

May 13, 2008

This business brief includes the announcement that “Joel DeLisa of Chatham, professor and chairman of the Department of Physical Medicine and Rehabilitation at UMDNJ-New Jersey Medical School has been appointed chairman of the board of directors of the **American Board of Medical Specialties**.”

ABMS and Specialty Member Board Mentions: “As a member of the board's executive committee, he (Dr. DeLisa) represented the **American Board of Physical Medicine and Rehabilitation**, an ABMS board, which he served from 1987 to 1999, including five years as chairman.”

“DeLisa is certified by the **American Board of Physical Medicine and Rehabilitation** and holds a subspecialty certificate in spinal cord injury medicine.”

http://www.nj.com/business/index.ssf/2008/05/industry_insider_hospital_name.html

Story #2

Los Angeles Times

“Doctor Ratings: Is Your Healthcare Hot or Not?”

Shari Roan

May 19, 2008

This article is about the trend toward websites that permit consumers to rate and review their doctors much the same way as other online services that rate hotels and plumbers. According to the article, patients and site operators say the trend is good for consumers and good for

healthcare. Thoughtful doctors, they say, will provide better customer service because of the feedback, and the bad ones will no longer be able to hide. Many physicians say the reviews on RateMDs.com, Vitals.com, DrScore.com and other sites are skewed by disgruntled patients and are thus unfair, pushing some doctors to near-ruin after a single post.

ABMS Mention: "Once reverential of doctors, consumers today are more comfortable criticizing their physicians, says **Dr. Kevin Weiss, president of the American Board of Medical Specialties**, an organization that sets performance standards and certifies doctors."

"There is a lot of pent-up frustration," **Dr. Weiss** says. "Costs are going up, and people are paying more out of pocket. Plus, there is a lot of data on how the healthcare system needs to do better in terms of quality and safety."

"Doctors shouldn't be rated like any other product or service provider, such as a car or car mechanic, says **Dr. Kevin Weiss**. Medicine involves highly individual and personalized interactions, he says, and each medical case and doctor-patient relationship is unique."

"With TVs and cars, people can subjectively talk about their experience because you have a consistent product" says **Dr. Weiss**. "But with healthcare there is so much blended into the experience, it's hard to do an evaluation. You want a doctor who is both technically competent but also one who can communicate and understand the human dimensions beyond the technical aspect of good care."

<http://www.latimes.com/features/health/la-he-docratings19-2008may19,0,7204618,print.story>

Story #3

Modern Healthcare

"Medical Specialties Board Seeks More Public Input on Certification"

Andis Robeznieks

May 19, 2008

This news brief is about the American Board of Medical Specialties (ABMS) May 19 launch of a three-year program called the ABMS 2008-2011 Enhanced Public Trust Initiative, which is designed to increase public input regarding its physician specialty certification.

ABMS Mentions: "For 75 years, the **ABMS** relied on physicians providing oversight of other physicians, but now it must adapt to a changing landscape where the public, healthcare purchasers and others are seeking to get involved, said **Board President and Chief Executive Officer Kevin Weiss**... 'We have to bring public input inside the board process to make (specialty) certification more transparent and useful to the public eye,' **Weiss** said."

<http://modernhealthcare.com/apps/pbcs.dll/article?AID=/20080519/SUB/881363785>

Story #4

ABMS distributed a news release on PR Newswire announcing the approval by its assembly of a new initiative designed for the public to enhance physician performance assessment called *ABMS*

2008-2011 Enhanced Public Trust Initiative. The following media outlets, listed alphabetically, picked up the news release.

ADVFN.com
May 19, 2008
http://www.advfn.com/news_ABMS-Assembly-Votes-in_26409102.html

All Points
May 19, 2008
http://www.allpointsresearch.com/view.asp?cat=Medical_Pharmaceutical&file=200805191300PR_NEWS_USPR_DC22759.xml

Best-Buy-World-News.com
May 19, 2008
<http://medical.best-buy-world-news.com/?p=2739>

Bio-Medicine
May 19, 2008
<http://www.bio-medicine.org/medicine-news-1/ABMS-Assembly-Votes-in-Favor-of-Three-Year-Initiative-to-Enhance-Public-Trust-in-the-Board-Certification-Process-19765-2/>

BizJournals.com
May 19, 2008
http://www.bizjournals.com/prnewswire/press_releases/Illinois/2008/05/19/DC22759

BlueHost.com
May 19, 2008
<http://bluehost.prweb.com/releases/Physician/Certification/prweb952194.htm>

BNET.com
May 19, 2008
<http://finance.bnet.com/bnet?GUID=5511630&Page=MediaViewer&ChannelID=3197>

Bolsamania.com
May 19, 2008
http://www.bolsamania.com/internacional/noticia.php?origen=feed_prnews.noticias&id=DC2275919052008-1&isin=

BREITBART.com
May 19, 2008
http://www.breitbart.com/article.php?id=prnw.20080519.DC22759&show_article=1

CNBC.com
May 19, 2008
<http://www.cnbc.com/id/24711212/>

Earth Times
May 19, 2008

<http://www.earthtimes.org/articles/show/abms-assembly-votes-in-favor,399929.shtml>

Forbes.com

May 19, 2008

http://www.forbes.com/prnewswire/feeds/prnewswire/2008/05/19/prnewswire200805191300PR_NEWS_USPR_DC22759.html

Ft. Wayne News Sentinel

May 19, 2008

<http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=ILS&STORY=/www/story/05-19-2008/0004816741&EDATE=May+19,+2008>

Houston Chronicle

May 19, 2008

<http://markets.chron.com/chron?GUID=5511630&Page=MediaViewer&ChannelID=3197>

KAIT-TV (Jonesboro, Ark.)

May 19, 2008

http://www.kait8.com/Global/story.asp?S=8346912&nav=menu67_12_5_1

KLKN-TV (ABC, Lincoln, Neb.)

May 19, 2008

<http://www.klkntv.com/Global/story.asp?S=8346905>

KRON-TV (San Francisco)

May 19, 2008

http://www.kron4.com/Global/story.asp?S=8346905&nav=menu130_13_5_1

LATimes.com

May 19, 2008

<http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=LATMTC.story&STORY=/www/story/05-19-2008/0004816741&EDATE=MON+May+19+2008,+01:00+PM>

MDMA.com

May 19, 2008

<http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=MDMA.story&STORY=/www/story/05-19-2008/0004816741&EDATE=MON+May+19+2008,+01:00+PM>

Medindia.com

May 19, 2008

<http://www.medindia.com/health-press-release/ABMS-Assembly-Votes-in-Favor-of-Three-Year-Initiative-to-Enhance-Public-Trust-in-the-Board-Certification-Process-21219-1.htm>

MITECHNEWS.com

May 19, 2008

<http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=MITNIL.story&STORY=/www/story/05-19-2008/0004816741&EDATE=May+19,+2008>

Montana's News Station.com

May 19, 2008

<http://www.montanasnewsstation.com/Global/story.asp?S=8346912>

News Blaze

May 19, 2008

<http://newsblaze.com/story/2008051910030600015.pnw/newsblaze/HEALTH01/Health-News.html>

Physical Therapy Products

May 19, 2008

http://www.ptproductsonline.com/press_release.asp?id=10198097

RBCDainRausher.com

May 19, 2008

<https://sites.stockpoint.com/dain/newspaper.asp?site=D&Mode=Biotechnology&Story=20080519/140p1285.xml>

RCR Wireless News

May 19, 2008

<http://studio5.financialcontent.com/crain?Account=rcrnews&GUID=5511630&Page=MediaViewer&ChannelID=3197>

Red Tram International

May 19, 2008

<http://64.233.167.104/searchq=cache:XT3MWpSnd8cJ:en.redtram.com/go/109398089/+ABMS+Assembly+Votes+in+Favor+of+ThreeYear+Initiative+to+Enhance+Public+Trust+in+Board+Certification+Process&hl=en&ct=clnk&cd=10&gl=us>

State House News Service

May 19, 2008

<http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=SHNSPOL.story&STORY=/www/story/05-19-2008/0004816741&EDATE=MON+May+19+2008,+01:00+PM>

Street Insider.com

May 19, 2008

<http://www.streetinsider.com/Press+Releases/ABMS+Assembly+Votes+in+Favor+of+Three-Year+Initiative+to+Enhance+Public+Trust+in+the+Board+Certification+Process/3666265.html>

Sun Herald.com

May 19, 2008

<http://www.sunherald.com/447/story/570963.html>

TechTrends.com

May 19, 2008

<http://www.tectrends.com/tectrends/news/urn:newsml:prnewswire.com:20080519:DC22759:1.html>

TOPIX.net

May 19, 2008

<http://www.topix.net/content/prweb/2008/05/abms-assembly-votes-in-favor-of-three-year-initiative-to-enhance>

USPolitics Today

May 19, 2008

http://prnewswire.com/cgi-bin/stories.pl?ACCT=ind_focus.story&STORY=/www/story/05-19-2008/0004816741&EDATE=MON+May+19+2008,+01:00+PM

WFAA-TV (ch.8, Dallas/Ft. Worth)

May 19, 2008

<http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=wfaa.story&STORY=/www/story/05-19-2008/0004816741&EDATE=MON+May+19+2008,+01:00+PM>

WISH-TV

May 19, 2008

<http://www.wishtv.com/Global/story.asp?S=8346912>

WOOD-TV

May 19, 2008

<http://www.woodtv.com/Global/story.asp?S=8346912>

Yahoo! News

May 19, 2008

http://news.yahoo.com/s/usnw/20080519/pl_usnw/abms_assembly_votes_in_favor_of_three_year_initiative_to_enhance_public_trust_in_the_board_certification_process

Story #5

Star-Banner (Ocala, Fla.)

“Palliative Care Takes Holistic Approach”

Naseem S. Miller

May 17, 2008

This article is about palliative care, a holistic approach to comforting patients who have chronic or life-limiting illnesses and are in constant pain and discomfort. According to the article, the goal of palliative care is to prevent and ease suffering for the patients and their families. “If we can’t cure something, or can’t fix it, at least we can make the person feel better and take care of the symptoms that the disease is causing,” said Dr. Scott McLavy, chief of medicine at Munroe Regional Medical Center. McLavy is among an increasing number of doctors who are recognizing the importance of palliative care for their chronically ill patients.

ABMS Mention: “The subspecialty, known formally as ‘hospice and palliative medicine,’ was

formally recognized in 2006 by the **American Board of Medical Specialties**, which sets the gold standard on medical specialties and subspecialties in the United States.”

[http://www.ocala.com/apps/pbcs.dll/article?AID=/20080517/NEWS/805170336/1025/NEWS&title=Palliative care takes holistic approach&template=printart](http://www.ocala.com/apps/pbcs.dll/article?AID=/20080517/NEWS/805170336/1025/NEWS&title=Palliative%20care%20takes%20holistic%20approach&template=printart)

Story #6

Los Angeles Times

“Push for Stricter Plastic Surgery Rules Swells in Wake of Death of Kanye West's Mother”

Rong-Gong Lin II

May 26, 2008

This article is about a push by lawmakers and physicians for greater protections for patients undergoing cosmetic surgery following Donda West's death last year after liposuction and breast implant surgery. Calif. state Sen. Mark Ridley-Thomas (D-Los Angeles), chairman of the senate Committee on Business, Professions and Economic Development, has proposed legislation, SB 1454, that would require that outpatient facilities be inspected at least once every three years. Bill AB 2968, introduced by Assemblywoman Wilmer Amina Carter (D-Rialto) calls for a patient to receive a physical examination before undergoing surgery. But some doctors, the article states, say that the additional regulations being proposed won't fix what will affect patients most. “There's no way to control surgical judgment,” said Dr. Michael F. McGuire, vice president of the American Society of Plastic surgeons and an associate clinical professor at UCLA. A solution, McGuire said, is for patients to know how qualified their surgeons are. McGuire said he wants all healthcare providers, including cosmetic surgeons to disclose their educational background and specialty training before treating patients. In this scenario, a patient would receive a document detailing the practitioner's license, identifying the provider's schooling, residency training program, what boards had certified the physician -- and what boards the doctor failed to complete, said McGuire. McGuire said he would favor laws allowing only doctors who are board certified in plastic surgery to perform cosmetic procedures. (This story (without reference to ABMS) was also carried in the Wall Street Journal Health Blog, the Orlando Sentinel, TMZ.com, and a variety of local California media.)

ABMS Mention: “West's doctor, (Jan) Adams, who has promoted himself as an expert on cosmetic surgery in books and on TV shows, is not board certified in plastic surgery or any other specialty overseen by the **American Board of Medical Specialties**.”

<http://www.latimes.com/news/local/politics/cal/la-me-plastic26-2008may26,0,280782,print.story>

Story #7

Tyra (Banks) Show.com

“Things to Consider When Researching a Plastic Surgeon”

May 28, 2008

In this report board-certified plastic surgeon Dr. Jay Calvert recommends steps consumers should take when researching and choosing a plastic surgeon. The recommendations include ask for referrals, check board certification, check internet resources, society memberships, state licensing, hospital privileges, malpractice history, training, specialty procedures, malpractice coverage, and continuing medical education. Dr. Calvert also cautions against relying on

advertising information.

ABMS Mention: “Check the doctor’s status of board certification in the field of plastic surgery at the **American Board of Medical Specialties (ABMS)**, www.abms.org.”

http://tyrashow.warnerbros.com/2008/05/things_to_consider_when_resear.php

Story #8

U.S. News & World Report

“Best Children’s Hospitals: Understanding the Methodology”

Avery Comarow

May 29, 2008

This article is about understanding the methodology used to rank children’s hospitals. According to the article children’s facilities are way behind their adult counterparts in weighing individual performance against consensus benchmarks and experts can’t agree on how to do it. That is why *U.S. News* is now gathering data to rank children’s hospitals by specialty, as adult institutions are in “America’s Best Hospitals.” A total of 1,100 pediatricians were surveyed by mail and asked to name up to five centers they believe to be most successful with difficult cases in their specialty.

ABMS Mention: “They were chosen at random from the database of the **American Board of Medical Specialties**, 200 for general pediatrics and 150 each for each of the six specialties.”

<http://health.usnews.com/articles/health/best-childrens-hospitals/2008/05/29/behind-the-rankings.html>

The American Board of Medical Specialties (ABMS) distributed May 19 the press release announcing the launch of a three-year program called the *ABMS 2008-2011 Enhanced Public Trust Initiative*, which is designed to increase public input regarding its physician specialty certification. To date, **43 placements** have been secured. Highlights include the announcement as a “Late News” story in *Modern Healthcare* and a brief on the Web site. The ABMS news release announcing the initiative also was picked up in its entirety by a number of online media, including the following key outlets: Reuters, CNBC.com, Forbes.com, LATimes.com and Yahoo! News. Following is a complete list of media coverage. Links are provided below.

REUTERS

<http://www.reuters.com/article/pressRelease/idUS175796+19-May-2008+PRN20080519>

“The Pink Sheet”
DAILY

<http://www.thepinksheetdaily.com/FDC/Daily/PinkDaily/LoadPRNStory.htm>

**ATLANTA
BUSINESS
CHRONICLE**

http://www.bizjournals.com/atlanta/prnewswire/press_releases/national/Illinois/2008/05/19/DC22759

Dolphin Boy

<http://www.dolphinboy.info/>

Modern Healthcare

<http://modernhealthcare.com/apps/pbcs.dll/article?AID=/20080519/SUB/881363785>

The following stories are pick up of the ABMS press release. Coverage from each outlet is attached in its entirety.



- <http://www.cnbc.com/id/24711212/>



- http://www.forbes.com/prnewswire/feeds/prnewswire/2008/05/19/prnewswire200805191300PR_NEWS_USPR_DC22759.html



- <http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=LATMTC.story&STORY=/www/story/05-19-2008/0004816741&EDATE=MON+May+19+2008,+01:00+PM>



- http://news.yahoo.com/s/usnw/20080519/pl_usnw/abms_assembly_votes_in_favor_of_three_year_initiative_to_enhance_public_trust_in_the_board_certification_process



- http://www.advfn.com/news_ABMS-Assembly-Votes-in_26409102.html



ALLPOINTS

- http://www.allpointsresearch.com/view.asp?cat=Medical_Pharmaceutical&file=200805191300PR_NEWS_USPR_DC22759.xml

best-buy-world-news.com

- <http://medical.best-buy-world-news.com/?p=2739>

Bio-Medicine

- <http://www.bio-medicine.org/medicine-news-1/ABMS-Assembly-Votes-in-Favor-of-Three-Year-Initiative-to-Enhance-Public-Trust-in-the-Board-Certification-Process-19765-2/>



- http://www.bizjournals.com/prnewswire/press_releases/Illinois/2008/05/19/DC22759



- <http://bluehost.prweb.com/releases/Physician/Certification/prweb952194.htm>



- <http://finance.bnet.com/bnet?GUID=5511630&Page=MediaViewer&ChannelID=3197>



- http://www.bolsamania.com/internacional/noticia.php?origen=feed_prnews.noticias&id=DC2275919052008-1&isin=



- http://www.breitbart.com/article.php?id=prnw.20080519.DC22759&show_article=1



- <http://www.earthtimes.org/articles/show/abms-assembly-votes-in-favor,399929.shtml>

FortWayneNewsSentinel.com

- <http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=ILS&STORY=/www/story/05-19-2008/0004816741&EDATE=May+19,+200>



- <http://markets.chron.com/chron?GUID=5511630&Page=MediaViewer&ChannelID=3197>



- http://www.kait8.com/Global/story.asp?S=8346912&nav=menu67_12_5_1



- <http://www.klkntv.com/Global/story.asp?S=8346905>



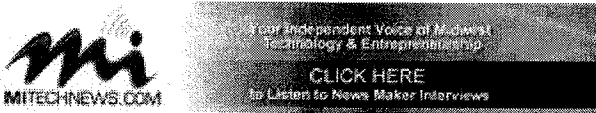
- http://www.kron4.com/Global/story.asp?S=8346905&nav=menu130_13_5_1

MDMA

- <http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=MDMA.story&STORY=/www/story/05-19-2008/0004816741&EDATE=MON+May+19+2008,+01:00+PM>



- <http://www.medindia.com/health-press-release/ABMS-Assembly-Votes-in-Favor-of-Three-Year-Initiative-to-Enhance-Public-Trust-in-the-Board-Certification-Process-21219-1.htm>



- <http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=MITNIL.story&STORY=/www/story/05-19-2008/0004816741&EDATE=May+19,+2008>



- <http://www.montanasnewsstation.com/Global/story.asp?S=8346912>



- <http://newsblaze.com/story/2008051910030600015.pnw/newsblaze/HEALTH01/Health-News.html>



- http://www.ptproductsonline.com/press_release.asp?id=10198097

RBCDainRaushcer

- <https://sites.stockpoint.com/dain/newspaper.asp?site=D&Mode=Biotechnology&Story=20080519/140p1285.xml>

RCRWireless News

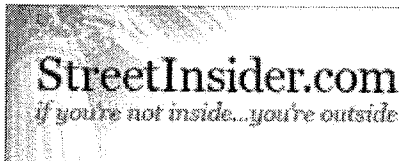
- <http://studio5.financialcontent.com/crain?Account=rcrnews&GUID=5511630&Page=MediaViewer&ChannelID=3197>



- <http://64.233.167.104/searchq=cache:XT3MWpSnd8cJ:en.redtram.com/go/109398089/+ABMS+Assembly+Votes+in+Favor+of+ThreeYear+Initiative+to+Enhance+Public+Trust+in+Board+Certification+Process&hl=en&ct=clnk&cd=10&gl=us>

STATE HOUSE NEWS SERVICE

- <http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=SHNSPOL.story&STORY=/www/story/05-19-2008/0004816741&EDATE=MON+May+19+2008,+01:00+PM>



- <http://www.streetinsider.com/Press+Releases/ABMS+Assembly+Votes+in+Favor+of+Three-Year+Initiative+to+Enhance+Public+Trust+in+the+Board+Certification+Process/3666265.html>



- <http://www.sunherald.com/447/story/570963.html>

TecTrends

- <http://www.tectrends.com/tectrends/news/urn:newsml:prnewswire.com:20080519:DC22759:1.html>



- <http://www.topix.net/content/prweb/2008/05/abms-assembly-votes-in-favor-of-three-year-initiative-to-enhance>

USPoliticsToday

- <http://prnewswire.com/cgi-bin/stories.pl?ACCT=ind focus.story&STORY=/www/story/05-19-2008/0004816741&EDATE=MON+May+19+2008,+01:00+PM>



- <http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=wfaa.story&STORY=/www/story/05-19-2008/0004816741&EDATE=MON+May+19+2008,+01:00+PM>



- <http://www.wishtv.com/Global/story.asp?S=8346912>



- <http://www.woodtv.com/Global/story.asp?S=8346912>



American Board
of Medical Specialties
Higher standards. Better care.

Press Releases



How We Help You

About Board Certification

Maintenance of Certification (MOC)

About ABMS

Newsroom, Events & Resources >

Products & Publications

Contact Us

Is Your Doctor Certified?

Home > Newsroom, Events & Resources > Media Newsroom > Releases > News Release: Assembly Vote of Public Trust Initiative Passes

News Release

FOR IMMEDIATE RELEASE

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lboukas@abms.org

ABMS Assembly Votes in Favor of Three-Year Initiative to Enhance Public Trust in the Board Certification Process

EVANSTON, Ill. — May 19, 2008 — The American Board of Medical Specialties (ABMS), the not-for-profit organization that oversees physician certification in the United States through its 24 Member Boards, announced today approval of a new initiative designed for the public to enhance physician performance assessment. Called the ABMS 2008-2011 Enhanced Public Trust Initiative, its goal is to enhance the ABMS Board Enterprise's role as a trusted private sector agent when it comes to physician accountability and to expand resource offerings for the public's need.

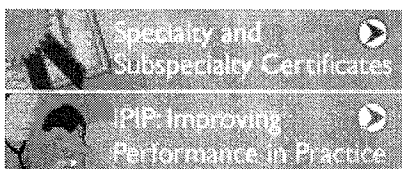
For the past 75 years, ABMS and its Member Boards have been a leading and trusted resource for consumers and healthcare professionals seeking information on physician qualifications. Today the need for reliable information is even greater than ever as the quest to improve the quality and efficiency of medical care in the United States has become paramount.

"Consumers are taking a more active role in their own healthcare decisions and are demanding greater transparency, which is a good thing," said Kevin B. Weiss, MD, ABMS president and CEO. "ABMS is in a prime position to be a leading voice for physician accountability in the quality movement, but we cannot do so without first assuring the public of our renewed commitment to ensuring quality of care. To meet consumers' expectations, ABMS and its Member Boards will work together to attain the next phase of healthcare leadership with the public's interest as our foremost concern."

To launch the initiative two task forces will be established, one to examine how ABMS' governance can be more responsive to the need for public transparency in physician accountability. A second task force made up of public and medical professional members will convene to guide the design and implementation of new program initiatives that will strengthen ABMS' offerings as a trusted public agent. The task force will broadly focus on a number of proposed programs that aim to increase public trust, streamline and enhance value in ABMS Maintenance of Certification (MOC) and increase capacity through enhanced activities in national

Hot Topics

- ABMS Assembly Votes in Favor of Three-Year Initiative to Enhance Public Trust
- ABMS Featured on KGIL Talk Radio 1260 am
- Joel A. DeLisa, MD, MS to Chair ABMS Board of Directors
- 2008 Guide to Physician Specialties Now Available
- Before You Say Yes to a Medical Procedure.
- Blue Cross and Blue Shield of Illinois to Offer ABMS® Patient Safety Improvement Program to Network Physicians
- Today's Health: What Your Doctor Isn't Telling You
- ABMS Launches New PSA



health policy, international program development and the expansion of research activities and performance evaluation.

"This is an exciting time for ABMS and its Member Boards as we have the opportunity to collaborate, with public input, to achieve our shared goals," Dr. Weiss said.

The resolution was approved May 16, 2008 by the ABMS Assembly authorizing the new initiative which was originally presented on March 18, 2008 by the ABMS Board of Directors. The Assembly voted to pass the resolution by more than the two-thirds majority required.

About ABMS

Now in its 75th year, American Board of Medical Specialties is the pre-eminent medical organization overseeing physician certification in the United States. It assists its 24 Member Boards in their efforts to develop and implement educational and professional standards for the evaluation and certification of physician specialists. ABMS Member Boards provide physician certification information to ABMS for its certification verification service programs. ABMS is recognized by the key healthcare credentialing accreditation entities as a primary equivalent source of board certification data for medical specialists. Patients can visit www.abms.org or call toll-free 1-866-ASK-ABMS to see if their physician is board certified by an ABMS Member Board. For more information about ABMS visit www.abms.org or call (847) 491-9091.

The 24 Member Boards that make up the ABMS Board Enterprise covers over 145 medical specialties and subspecialties include: American Board of Allergy and Immunology, American Board of Anesthesiology, American Board of Colon and Rectal Surgery, American Board of Dermatology, American Board of Emergency Medicine, American Board of Family Medicine, American Board of Internal Medicine, American Board of Medical Genetics, American Board of Neurological Surgery, American Board of Nuclear Medicine, American Board of Obstetrics and Gynecology, American Board of Ophthalmology, American Board of Orthopaedic Surgery, American Board of Otolaryngology, American Board of Pathology, American Board of Pediatrics American Board of Physical Medicine and Rehabilitation, American Board of Plastic Surgery, American Board of Preventive Medicine, American Board of Psychiatry and Neurology, American Board of Radiology, American Board of Surgery, American Board of Thoracic Surgery, and American Board of Urology.

The American Board of Medical Specialties (ABMS) distributed May 19 the press release announcing the launch of a three-year program called the *ABMS 2008-2011 Enhanced Public Trust Initiative*, which is designed to increase public input regarding its physician specialty certification. To date, **43 placements** have been secured. Highlights include the announcement as a “Late News” story in *Modern Healthcare* and a brief on the Web site. The ABMS news release announcing the initiative also was picked up in its entirety by a number of online media, including the following key outlets: Reuters, CNBC.com, Forbes.com, LATimes.com and Yahoo! News. Following is a complete list of media coverage. Links are provided below.

REUTERS

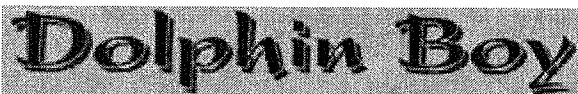
<http://www.reuters.com/article/pressRelease/idUS175796+19-May-2008+PRN20080519>



<http://www.thepinksheetdaily.com/FDC/Daily/PinkDaily/LoadPRNStory.htm>



http://www.bizjournals.com/atlanta/prnewswire/press_releases/national/Illinois/2008/05/19/DC22759



<http://www.dolphinboy.info/>

Modern Healthcare

<http://modernhealthcare.com/apps/pbcs.dll/article?AID=/20080519/SUB/881363785>

The following stories are pick up of the ABMS press release. Coverage from each outlet is attached in its entirety.



- <http://www.cnbc.com/id/24711212/>



- <http://www.forbes.com/prnewswire/feeds/prnewswire/2008/05/19/prnewswire200805191300PR NEWS USPR DC22759.html>



- <http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=LATMTC.story&STORY=/www/story/05-19-2008/0004816741&EDATE=MON+May+19+2008,+01:00+PM>



- http://news.yahoo.com/s/usnw/20080519/pl_usnw/abms_assembly_votes_in_favor_of_three_year_initiative_to_enhance_public_trust_in_the_board_certification_process



- http://www.advfn.com/news_ABMS-Assembly-Votes-in_26409102.html



ALLPOINTS

- http://www.allpointsresearch.com/view.asp?cat=Medical_Pharmaceutical&file=200805191300PR NEWS USPR DC22759.xml

best-buy-world-news.com

- <http://medical.best-buy-world-news.com/?p=2739>

Bio-Medicine

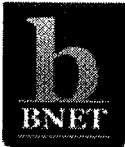
- <http://www.bio-medicine.org/medicine-news-1/ABMS-Assembly-Votes-in-Favor-of-Three-Year-Initiative-to-Enhance-Public-Trust-in-the-Board-Certification-Process-19765-2/>



- http://www.bizjournals.com/prnewswire/press_releases/Illinois/2008/05/19/DC22759



- <http://bluehost.prweb.com/releases/Physician/Certification/prweb952194.htm>



- <http://finance.bnet.com/bnet?GUID=5511630&Page=MediaViewer&ChannelID=3197>



- http://www.bolsamania.com/internacional/noticia.php?origen=feed_prnews.noticias&id=DC2275919052008-1&isin=



- http://www.breitbart.com/article.php?id=prnw.20080519.DC22759&show_article=1



- <http://www.earthtimes.org/articles/show/abms-assembly-votes-in-favor,399929.shtml>

FortWayneNewsSentinel.com

- <http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=ILS&STORY=/www/story/05-19-2008/0004816741&EDATE=May+19,+200>



- <http://markets.chron.com/chron?GUID=5511630&Page=MediaViewer&ChannelID=3197>



- http://www.kait8.com/Global/story.asp?S=8346912&nav=menu67_12_5_1



- <http://www.klkntv.com/Global/story.asp?S=8346905>



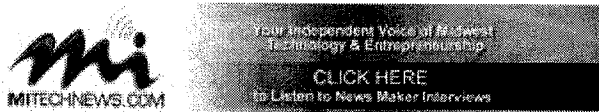
- http://www.kron4.com/Global/story.asp?S=8346905&nav=menu130_13_5_1

MDMA

- <http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=MDMA.story&STORY=/www/story/05-19-2008/0004816741&EDATE=MON+May+19+2008,+01:00+PM>



- <http://www.medindia.com/health-press-release/ABMS-Assembly-Votes-in-Favor-of-Three-Year-Initiative-to-Enhance-Public-Trust-in-the-Board-Certification-Process-21219-1.htm>



- <http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=MITNIL.story&STORY=/www/story/05-19-2008/0004816741&EDATE=May+19,+2008>



- <http://www.montanasnewsstation.com/Global/story.asp?S=8346912>



- <http://newsblaze.com/story/2008051910030600015.pnw/newsblaze/HEALTH01/Health-News.html>



- http://www.ptproductsonline.com/press_release.asp?id=10198097

RBCDainRaushcer

- <https://sites.stockpoint.com/dain/newspaper.asp?site=D&Mode=Biotechnology&Story=20080519/140p1285.xml>

RCRWireless News

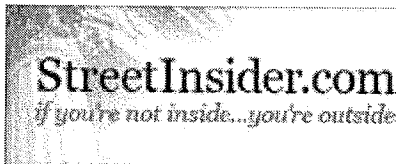
- <http://studio5.financialcontent.com/crain?Account=rcrnews&GUID=5511630&Page=MediaViewer&ChannelID=3197>



- <http://64.233.167.104/searchq=cache:XT3MWpSnd8cJ:en.redtram.com/go/109398089/+ABMS+Assembly+Votes+in+Favor+of+Three+Year+Initiative+to+Enhance+Public+Trust+in+Board+Certification+Process&hl=en&ct=clnk&cd=10&gl=us>

STATE HOUSE NEWS SERVICE

- <http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=SHNSPOL.story&STORY=/www/story/05-19-2008/0004816741&EDATE=MON+May+19+2008,+01:00+PM>



- <http://www.streetinsider.com/Press+Releases/ABMS+Assembly+Votes+in+Favor+of+Three+Year+Initiative+to+Enhance+Public+Trust+in+the+Board+Certification+Process/3666265.html>



- <http://www.sunherald.com/447/story/570963.html>

TecTrends

- <http://www.tectrends.com/tectrends/news/urn:newsml:prnewswire.com:20080519:DC22759:1.html>



- <http://www.topix.net/content/prweb/2008/05/abms-assembly-votes-in-favor-of-three-year-initiative-to-enhance>

USPoliticsToday

- <http://prnewswire.com/cgi-bin/stories.pl?ACCT=ind focus.story&STORY=/www/story/05-19-2008/0004816741&EDATE=MON+May+19+2008,+01:00+PM>



- <http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=wfaa.story&STORY=/www/story/05-19-2008/0004816741&EDATE=MON+May+19+2008,+01:00+PM>



- <http://www.wishtv.com/Global/story.asp?S=8346912>



- <http://www.woodtv.com/Global/story.asp?S=8346912>