



PATIENTS, come join your local Cardiologists at the **FLORIDA HEART DAY** rally at the Lake Eola Park Bandshell... **Friday, August 21st, 2009, 10AM to 1PM**

This event is to raise awareness of the impending **Medicare funding reductions** which go into effect 1/1/2010.

THIS WILL AFFECT THE COST, QUALITY, AND ACCESSIBILITY OF CARDIAC CARE FOR 2010 AND BEYOND... AND NOT JUST FOR MEDICARE PATIENTS!

Should these changes go through as planned, patients can expect the following:

- **Higher out of pocket expenses to receive the same care as before**
 - Physician offices will no longer be able to provide diagnostic testing and procedures in their offices
 - These services will be moved to the hospital environment, with higher copays and coinsurance costs to patients
 - Costs to taxpayers will actually **INCREASE**, because services performed in the hospital can cost up to 5 times more than when performed in a physician office.

- **Lower quality of care**
 - Hospital facilities, historically proven to be inefficient in delivery of outpatient services, will be overburdened with patients, meaning high quantity, low quality care.
 - Longer wait times for diagnostic studies will result in delayed diagnosis of potentially life threatening problems.
 - Testing and procedures will be “rationed” based on cost concerns rather than on clinical criteria.
 - Many physicians will be forced to leave the practice of medicine, sell their practices to hospitals, or accept jobs in other healthcare areas...

- **Less access to quality care for patients**
 - Fewer physicians and care alternatives mean less competition and fewer options for care.
 - Aggravation and hassle of seeking care in the hospital environment that previously was close to home, convenient, fast, and high quality in your physician’s office.
 - Staff layoffs in remaining physician offices mean longer waits for your care, slower turn-around time on routine requests (like medication refills, scheduling appointments, etc.)
 - Elderly individuals may even be denied care because of age / life expectancy vs. cost

FLORIDA HEART DAY RALLY

www.floridaheartrally.org

LOCATION:

Lake Eola Park Bandshell (195 N. Rosalind Ave. Orlando, FL 32801)

DATE/TIME:

Friday, August 21, 2009, 10AM to 1PM

TRANSPORTATION/PARKING:

Bus transportation will be provided from offsite parking locations... see the official website for details and remote parking locations.

FOR INFORMATION OR TO RSVP, call your cardiologist’s office or email info@floridaheartrally.org

