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We live in a world of misplaced priorities. It is brought home this time each year with the mania surrounding college football bowl games. The majority of Americans obsess over which team will finish the season ranked #1 in the national polls while paying scant attention to real goal lines, such as their healthcare system.

We at *DocOnomics* are recruiting you to play in a different game. It is called the Healthcare Redemption Bowl. Let's hit the gridiron and tackle something truly important to the American people. The nation's healthcare playbook is going to be rewritten and it deserves to have your input. This is why we have invited you to suit up for our DOCTORS ORDERS campaign.

So far, we have been extremely impressed by the quality of feedback that has come our way in response to DOCTORS ORDERS. On Monday, January 5, we began the process of disseminating our collection of responses to politicians and organizations that will open up the avenues for healthcare reform. If you want your ideas to be included, please take a few minutes this weekend and write something that will help us move the ball down the field.

DOCTORS ORDERS

A doctor's office used to be a place where physicians could practice what they preached. Today, that same doctor's office is a place where a complex array of insurance companies, pharmaceutical firms and government bureaucrats preach how physicians will practice.

Doctors always have been the heart of the healthcare system. Sadly, too many physicians now suffer from a broken heart. They feel that medicine is no longer the same profession they embraced when they emerged from medical school. A growing number of practitioners and college students now feel that medicine is a career to be shunned. This is a terrible prognosis for our country.

President-elect Obama obviously agrees. He has invited American citizens to help rebuild the rupturing healthcare system by contributing ideas, both intellectual and practical. The best ideas will come from those in the trenches. They always do.

DocOnomics has a proposition for you. We are preparing to carry a strong message from the North Texas physician community to Washington D.C. In order to accomplish this, we need you to collect your thoughts on healthcare system reform and send them to us. In turn, we shall dispatch your comments to a number of influential parties including President-elect Obama's www.change.gov policy advisory team and Senator Tom Daschle, the new appointee for Secretary of Health and Human Services. In time,

we shall request an audience with the recipients of our dispatches. They will listen to numbers so we strongly encourage your participation in this initiative.

We ask you to send your prescription for healthcare reform. Click on this link

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and type DOCTORS ORDERS in the subject line. Then please send this message to other North Texas physicians who can contribute to this initiative.

If you are not willing to be part of the solution, you should be asking yourself if you are part of the problem. The window is open. Take the time to provide your thoughts as a physician.

Please respond by: January 5, 2009