

# COALITION FOR **Healthcare** **Communication**

August 21, 2008

The Honorable Hector De La Torre  
California State Assembly  
State Capitol  
P.O. Box 942849  
Sacramento, CA 94249-0050

RE: Support of AB 10 (as amended)

Dear Assemblyman De La Torre:

On behalf of the Coalition for Healthcare Communication, I am writing to you in support of AB 10. The focus of this bill reflects our organization's key principle – defending the right of healthcare professionals and consumers to receive truthful information regarding pharmaceuticals and medical products.

We believe that communications involving healthcare professionals assure that those who prescribe, administer and dispense prescription drugs, and the patients who use them, will have the information necessary to use these products appropriately, effectively, and safely.

AB 10 will also enable patients to receive valuable educational information along with their prescriptions, and thus increase consumer access to useful and relevant information about their personal health condition.

Most importantly, patient education enhances quality of care by facilitating communication between patients and pharmacists who often serve as patients' most accessible resource for information.

For all of these reasons we urge your support of AB 10.

Sincerely,



John F. Kamp  
Executive Director

Coalition for Healthcare Communication

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