



MEDICAL SOCIETY OF VIRGINIA

August 24, 2009

Michael T. Lundberg
Executive Director
Virginia Health Information
102 N 5th Street
Richmond, VA 23219

Dear Michael:

The Medical Society of Virginia (MSV) believes consumers want and need useful and accurate information when making health care decisions. It was in that spirit that members of the MSV participated throughout Virginia Health Information's (VHI) development of *Obstetrical Services: A Consumer's Guide*.

VHI worked with health services researchers to develop hospital and physician rates of cesarean delivery and other performance measures. VHI rankings "level the playing field" when comparing providers by taking into account medical indications for a cesarean delivery. We also appreciate the opportunities VHI provided physicians to verify that they were the delivering physician and review and comment on their performance before the guide was published. VHI also worked with the Virginia Chapter of the American College of Obstetrics and Gynecology to ensure their input and to set an excellent standard for other organizations to follow when publicly reporting health information.

The Medical Society of Virginia supports VHI's *Obstetrical Services: A Consumer's Guide*. We encourage patients to use it as part of an ongoing dialogue with their physicians.

Sincerely,

Thomas W. Eppes Jr., MD
President

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