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Coalition for Patients' Rights Names Jones Public Affairs as Agency of Record

The O'Dwyer's ranked Washington, D.C.-based public affairs agency will help the coalition defend patients' right to choose from a full range of healthcare providers

WASHINGTON—Jones Public Affairs, Inc., a healthcare public affairs agency in Washington, D.C., announced today that it has been named the public relations agency of record for the Coalition for Patients' Rights (CPR). As part of a multi-faceted communications strategy, Jones Public Affairs will provide the coalition with a broad range of communications support, including message development, media relations and issues management.

A coalition of 36 organizations representing more than three million licensed healthcare professionals, the CPR was established in 2006 in response to divisive efforts by the American Medical Association (AMA) and other groups representing organized medicine to limit other healthcare providers' scope of practice—the range of healthcare-related activities and services that a healthcare professional is educated, and certified or licensed, to provide. Access to a wide spectrum of healthcare providers is critical to meeting the growing needs of the American health system and maintaining quality, accessible and affordable healthcare options for patients everywhere.

Many people don't realize the role that provider options play in ensuring access to safe and affordable healthcare. In the face of ongoing efforts by organized medicine to limit the critical role of healthcare providers who are not a Doctor of Medicine (M.D.) or Doctor of Osteopathy (D.O.), the CPR affirms it is essential that consumers be educated about their rights and the unnecessary burden these limitations will place on millions of patients, especially those in rural and medically underserved areas.

The CPR is committed to advocating for the practice rights of its members for the sake of their patients who rely on them for the many and varied services they provide. And, the coalition is dedicated to protecting patients' rights to access quality care from trained professionals.

“Jones Public Affairs demonstrated both a deep understanding of the CPR's concerns and a strategic approach to countering organized medicine's movement to impede, rather than enhance, patient access to quality care,” noted the coalition's leadership. “We are looking forward to a successful partnership with Jones Public Affairs and applaud their passion for our cause.”

Carrie Jones, managing partner and principal of Jones Public Affairs, said the agency's depth of experience with healthcare coalitions makes the firm an excellent match for the CPR's communications needs. “Access to affordable healthcare is a growing concern among consumers,” she said. “We are looking forward to working with the CPR to develop and disseminate messages supporting a system of choice and quality patient care.”

Jones Public Affairs offers a full range of services, including strategic counsel, global advocacy initiatives, customized and comprehensive public relations campaigns, media relations, policy support and government relations.

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About Jones Public Affairs, Inc.

Jones Public Affairs is a woman-owned, boutique healthcare public affairs agency that serves patient advocacy, pharmaceutical and government clients. Backed by a veteran communications specialist and advocacy strategist, the Jones Public Affairs' team is a highly knowledgeable, experienced and talented group who understands the value of influencer relations. More information about Jones Public Affairs can be found at www.jonespublicaffairs.com.

About the Coalition for Patients' Rights

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