Sample Email:

Introducing NBPAS to your Physician Colleagues

Dear Colleague:

I’m writing to introduce you to the National Board of Physicians and Surgeons (NBPAS), a nonprofit organization providing physicians with a choice for continuous board certification.  Through its streamlined and clinically specific requirements, NBPAS provides a tangible solution to burnout and the growing national physician shortage through a pathway that is evidence-based and nationally recognized.

NBPAS currently certifies physicians at a growing number of institutions in all 50 states including hospitals, health systems, telemedicine companies, health plans, independent physician practices, and government institutions.

I felt that now is the time to share the important details for further discussion.

As an overview, NBPAS:

* Requires previous board certification through an ABMS or AOA member board
* Requires rigorous, specialty-specific, ACCME-accredited AMA PRA Category 1™ CME, widely recognized in the United States as the premier source of continuing medical education.
* Requires all physicians to meet the same standards, regardless of age or length of practice (time-unlimited certifications are strictly prohibited).
* Reduces physician burden and administrative burnout.
* Saves hospitals up to 72% as compared to other continuous certification pathways.

I’m often asked if NBPAS is accepted by hospitals or insurance companies. The answer is yes. For further reference or for discussion with your administration, NBPAS:

* Meets national accreditation standards for both hospitals and health plans (NCQA, URAC, DNV, CIHQ, ACHC, and was named a *“Designated Equivalent Source Agency”* by The Joint Commission)
* Performs the required Primary Source Verification (PSV) of physicians’ education and training
* Supports recruitment and retention of outstanding physicians
* Represents a growing number of physicians in all 50 states

I’d like to set up a call to further discuss NBPAS and address any questions you may have. In the meantime, feel free to visit NBPAS’s website – [www.nbpas.org](http://www.nbpas.org) - for specific certification requirements and for general information.

I look forward to talking with you.