

June 4, 2009

## In This Issue!

- Senate panel finishes health reform hearings, foresees bill by mid-June
- Risk to Baby Rises With Repeat C-Sections
- Strict Blood Sugar Control Lowers Heart Risks in Diabetics
- Doctors Versus Midwives: The Birth Wars Rage On
- Some Medical Myths Come Straight From the Doctor
- AMWA Local Legend Dr. Linds Brodsky Launches Multi-Author Book Project
- AMWA Resident Members-New Rate
- Save the Date
- Join us! Call for Committee Members
- AMWA Legacy Fund
- Take Action with CARE to Prevent Child Marriage
- Medpedia.com
- Comprehensive Breast Cancer Centers of Excellence
- Register today for Reproductive Health 2009
- Upcoming Webinar
- Online Certificate Program
- AMWA Conferences
- New AMWA Members Only Section
- *Are you involved in a local AMWA branch?*
- High-Performance Lab Coats & Scrubs- For Female Physicians
- The Star Doctor Medical Professional Liability Insurance Program for Women in Medicine
- *Journal of Women's Health*
- Doctor's Digest

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## American Medical Women's Association

This message contains graphics. If you do not see the graphics, [Click here to view](#)



Dr. Nancy Church presenting Dr. May Guinan with the 2009 Woman in Science Award at the Annual Awards Banquet in Williamsburg, Virginia.

## Policy, Legislation & Oversight

**Senate panel finishes health reform hearings, foresees bill by mid-June - One option being studied is limiting Medicare spending for physicians and hospitals based on adjusted national or regional averages.**

The Senate Finance Committee, fresh from public and private roundtable discussions on health system reform, appears on schedule to debate comprehensive legislation by mid-June. The measure is expected to establish a health insurance exchange for people to obtain coverage but would not include a long-term Medicare payment fix for physicians.

Senate Finance Committee Chair Max Baucus (D, Mont.) said on May 21 that he is confident the panel will reach a bipartisan agreement on reform legislation. But committee members disagree on how to pay for provisions in the bill and on the need for a national public health insurance plan to compete with private plans, according to Baucus and Sen. Charles Grassley (Iowa), the highest-ranking Republican on the Finance panel.

Grassley said the Finance Committee's public and private meetings on three main subjects -- delivery system reform, coverage options and financing methods -- helped senators better understand some nuances of health system reform. The public sessions, held between April 28 and May 12, helped produce three policy papers outlining possible provisions in a comprehensive reform bill. Grassley said he and Baucus will hold a series of partisan and bipartisan meetings in the coming weeks to work on a bill.

Meanwhile, Republicans in the House and Senate on May 20 introduced an alternate reform measure, the Patients' Choice Act. The bill would end the tax exclusion for spending on employer-sponsored health insurance and establish refundable, advanceable tax credits to help individuals buy health insurance, among other reforms. The measure is sponsored by Rep. Paul Ryan (Wis.) in the

Help AMWA maintain and expand vital programs by supporting the American Women's Hospitals Service. AWHS supports medical clinics for the underserved and international travel grants for young women physicians and medical students. Your gift to AWHS is fully tax deductible, and you will have the comfort of knowing that each AWHS-supported clinic's service and quality of care is monitored by AMWA physicians. You can see the stories of our clinics and read stories told by students who have received our travel grants posted on our website, [www.amwa-doc.org](http://www.amwa-doc.org). To order AWHS logo note cards, [click here for an AWHS Note card Order Form](#)

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House and Sen. Tom Coburn, MD (Okla.), in the Senate.

"As a practicing physician, I have seen firsthand how giving government more control over health care has failed to make health care more affordable and accessible," Dr. Coburn said.

Baucus opposes ending the tax exclusion for employer-sponsored insurance, but he would support limiting it. However, Baucus said the Patients' Choice Act does have common goals with the policy options outlined by the Senate Finance Committee, such as "increasing focus on prevention and wellness, creating insurance pools to lower costs, improving access to health care coverage, and preventing insurance companies from denying coverage to sick individuals."

**To Read the full article, [click here](#)**

## Health & Wellness

### Risk to Baby Rises With Repeat C-Sections

Babies delivered by repeat elective Cesarean section are almost twice as likely to be admitted to the neonatal intensive care unit (NICU) as babies who are delivered vaginally to a mother who has previously had a C-section. Repeat Cesarean babies are also more likely to require supplemental oxygen to address breathing problems. The number of Cesareans performed each year in the US continues to rise, with the latest data showing that over 31% of babies born in the US in 2006 were delivered by C-section. Mothers who have C-sections also tend to stay in the hospital longer than vaginal delivery mothers, and have higher costs associated with their delivery. Researchers emphasize that mothers should weigh their decision to have a first Cesarean carefully, knowing that having the procedure repeatedly raises their infant's risk for complications. Ideally, a Cesarean section should only be performed when there is a clear medical indication for the procedure. Clinicians should also be sure to let their patients know that they can deliver subsequent children vaginally even after having already given birth by C-section.

**[Read the full story on healthday.com](#)**

### Strict Blood Sugar Control Lowers Heart Risks in Diabetics

Diabetics who strictly regulate their blood sugar levels can prevent many complications of their chronic disease, including heart attack and cardiovascular disease. Previous studies were inconclusive about the value of dramatically reducing blood sugar levels in preventing heart attack and heart disease in diabetic patients. Some studies had even suggested that blood sugar levels that were brought too low could be potentially harmful to diabetics. However, researchers from the current study, which was conducted at the University of Cambridge and was just published in *The Lancet*, emphasize that these previous conclusions were erroneous, and there is no excess risk of death from dramatically lowering blood sugar levels. In addition to glucose control, lowering cholesterol and blood pressure in diabetic patients is extremely important in lowering the risk for heart attack.

**[Read the full story on healthday.com](#)**

### Doctors Versus Midwives: The Birth Wars Rage On

Currently about 99% of all births in the US take place in a hospital, but a growing number of women are starting to turn to midwives to deliver their babies at home. Medical experts, obstetricians, midwives, and mothers have been debating the safety of home births for some time now. While obstetricians view birth as a medical procedure, midwives view it as less clinical. Although babies born in a hospital have access to a wide array of technologies and life-saving equipment should complications arise, the US ranks 29th in infant mortality. Proponents of home births see this as a potential reason to avoid hospital births, although midwives almost always have a back-up plan to go to the hospital if birth complications did occur. Also, a recent study showed the infant mortality rate for home births was equal to the rate of hospital births, indicating that home birth is no less safe than delivering in the hospital

environment. Home births tend to be more popular in culturally liberal areas, as well as rural areas. Maternal hemorrhaging and fetal distress are two of the more common birth complications than can arise and require access to high-tech hospital care. On the pro side for home birth is a study that shows that having less medical intervention during a birth results in higher rates of breast-feeding and lower rates of postpartum depression. A group of researchers at Oregon State University (Oregon has a home birth rate that is roughly double the national average) are currently working on drafting guidelines that are designed to let obstetricians and midwives work more closely together, which may help cool the debate over which delivery environment is best.

*[Read the full story on time.com](#)*

### **Some Medical Myths Come Straight From the Doctor**

Everyone is familiar with old adages such as "don't swim for an hour after eating," "don't swallow your gum," and "don't go to sleep if you have a concussion," but are these just old wives' tales, or are they sound medical advice? According to experts, all of them are medical myths, perpetuated both by our mothers and our doctors. Since many medical myths have not been tested with rigorous clinical trials, doctors tend to dispense plenty of dubious medical advice based on what they've heard all of their lives. However, the following medical myths have all been debunked by numerous studies: sugar makes kids hyper; you can prevent cold with vitamin C, echinacea, or zinc; adding cereal to a baby's diet will help him/her sleep longer; iron in baby formula causes constipation; teething causes a fever; going out in cold or wet weather will make you sick; you should wait an hour after eating before swimming; you can catch poison ivy from someone else who has it; you need to stay awake if you have a concussion; you should never wake a sleepwalker; you can determine the gender of your baby by timing when you conceive; and birth control pills lose their effectiveness when you're on antibiotics. As always, however, never disregard your doctor's advice without discussing it with them first.

*[Read the full story on usatoday.com](#)*

## **AMWA News**

### **AMWA Local Legend Dr. Linda Brodsky Multi-Author Book Project**



Dr. Linda Brodsky, one of the most respected names in pediatric otolaryngology and Quality Assurance in Healthcare, is launching a multi-author book project to be published in early-2010. Linda, who has been awarded the NLM/AMWA "Local Legend" award, Association of Women Surgeons "Distinguished Member Award," and the Sylvan Stool Award for Teaching and Service, is looking for stories about how the challenges facing women physicians, surgeons, and healthcare workers affect the way healthcare is delivered in our country. The project was born out of a desire to help others combat unfair treatment and pay inequity in the workplace, and specifically in healthcare.

Though Linda continues her work as one of the country's top Otolaryngologists, her "accidental crusade" for gender equality in healthcare has come to define a big part of her life's mission. The book project comes on the heels of the successful launch of Linda's site, [www.LindaBrodskyMD.com](http://www.LindaBrodskyMD.com), and her blog, <http://thebrodskyblog.com>. To submit your story, please click [here](#).

### **AMWA Resident Members- New Rate**

AMWA Resident Members- the rate for our members in residency is now \$100 for the duration of your residency. If you are currently a Resident member, please email your anticipated completion year to [associatedirector@amwa-doc.org](mailto:associatedirector@amwa-doc.org) so we can extend your membership. If you are a Medical Student about to graduate, or have already graduated, don't forget to renew your membership at the new level

### **Save the Date!**

AMWA will again team up with the Institute for Women's Health for the 2010 meeting. It will be held at The Crystal Gateway Marriott in Crystal City, VA. The dates will be Friday, March 26 through Sunday, March 28.

## **Join Us! - Call for Committee Members**

Interested in getting more involved with your AMWA membership? Join one of our **14** committees, and donate your time and enthusiasm to grow AMWA as an association.

**Choose one or more:** *American Women's Hospitals Service, Awards and Nominations, Annual Meeting/Program, Communications, Fundraising, Global Outreach, Membership, Physician Branch Affairs, Policy and Advocacy, Resolutions/Position Papers, Senior Physicians, Student Affairs, Women's Health, and Career Development.*

Email your interest in a committee or questions to [associatedirector@amwa-doc.org](mailto:associatedirector@amwa-doc.org).

## **AMWA Legacy Fund**

Help preserve AMWA's legacy for future generations. Funds are needed to support AMWA's permanent exhibit in the lobby of Drexel University's new building for the Institute for Women's Health and Leadership (Philadelphia, PA). The institute is also the home for the Archives & Special Collections on Women in Medicine, the largest collection of material pertaining to the history of women in medicine, including AMWA's historical documents and photos from the founding meeting in 1915 to the present day. Donations of \$2,500 and above will be individually recognized in the lobby's "Wall of Fame" display. **Click here to donate now!**

## **Take Action with CARE to Prevent Child Marriage**

Imagine a young girl with her whole life ahead of her. She has dreams of an education, a career and eventually, a happy family. Instead, she soon will be getting married — likely to a man more than twice her age or older. Approximately 60 million girls around the world are married by the age of 17. By forcing a girl into premature adulthood, early marriage thwarts her chances to get an education, endangers her health and cuts short her personal growth and development.

CARE, which works with families and communities to reduce the prevalence of child marriage throughout the developing world, is encouraging the United States to do its part to prevent child marriage by passing the International Protecting Girls by Preventing Child Marriage Act of 2009. This legislation recognizes child marriage as a human rights violation and requires the United States to develop a comprehensive strategy to prevent these marriages and empower young girls.

At CARE's recent National Conference and Celebration [<http://www.careconference.org/>] in Washington, D.C., advocates from around the country helped raise awareness about this issue by meeting directly with their members of Congress and asking for their support of this important bill. Now you have the opportunity to help by sending a message to your legislators asking them to do the same. **Learn more and take action here.**

## **Medpedia.com**

In order to raise the professional profiles of our members, facilitate group dialogue and increase the networking potential of the AMWA, we've joined Medpedia, the new technology platform for the global health community.

Medpedia is a long-term project, launched last week, that includes three features: a collaborative knowledge base, a professional network and directory

for health professionals and organizations, and communities of interest in which medical professionals and non-professionals can share information about conditions, treatments and lifestyle choices.

By joining Medpedia, physicians and PhDs will have the opportunity to create and edit medical articles, or opt to oversee content on a specialized topic and receive credit for it. Each member of our group can set up their own professional profile, viewable by the public, and participate in the AMWA discussion forum. We hope that this will open dialogue within our organization, and that you'll post questions or comments to the community on Medpedia.

**Follow this link to join the group.**

### Professional Development

## Comprehensive Breast Centers of Excellence September 30-October 2, 2009, Baltimore, Maryland

Breast cancer is the most common form of cancer in women in the United States and the leading single cause of death overall in women between the ages of 40 and 55. According to the American Cancer Society, nationwide there is a new diagnosis every 3 minutes and a death from breast cancer every 14 minutes. Due to the most recent advances in technology, shrinking reimbursements, economic pressures of managed care and increasing number of baby boomers, most hospitals, physicians and healthcare facilities are starting to see the benefits of defining themselves by comprehensive breast center of excellence. As a healthcare executive, it will be imperative for you to develop the planning and investment strategy to succeed in this highly competitive field and capture the consumer market. Join us for this 3 day strategic business meeting with distinguished speakers covering topics such as:

- Creating a state of the art comprehensive breast center to improve patient care, enhance workflow and efficiency
- New models for achieving operational excellence
- Accreditation programs for breast centers
- Maximizing the competitive advantage by providing innovative, integrated, high-quality and cost-effective care

To learn more, call 414-221-1700 x130 or [gbosch@acius.net](mailto:gbosch@acius.net)

## Register Today for Reproductive Health 2009

Registration is now open for *Reproductive Health 2009*. This is the cornerstone conference in reproductive health hosted annually by the Association of Reproductive Health Professionals, the Planned Parenthood Federation of America National Medical Committee, and the Society of Family Planning.

Make plans to join us for networking with committed colleagues and cutting-edge sessions on reproductive health research and clinical practice. Many distinguished speakers are already confirmed, including Jacqueline Darroch, senior fellow at the Guttmacher Institute; Henry Gabelnick, executive director of CONRAD; Scott Gilbert, professor at Swarthmore College; Joseph Speidel, Bixby Center director and professor at UCSF; and Beverly Winikoff, president of Gynuity Health Projects.

*Reproductive Health 2009* will be held September 30 – October 3 in Los Angeles. Register early for discounted conference rates and first choice of breakout sessions. For more information, visit [www.ReproductiveHealth2009.org](http://www.ReproductiveHealth2009.org).

## Upcoming Webinar

We invite you to participate in a complimentary continuing education webinar on Current Management of Abnormal Uterine Bleeding.

### The webinars will be:

Monday, June 22nd 12:30 to 1:30 Eastern Time  
Monday, June 29th 12:30 to 1:30 Pacific Time

**Click here to Register now** or visit [www.npwh.org](http://www.npwh.org)

For more information, call 202-543-9693 x 1.

AMWA members receive a discount.

The archived version available online until June, 2010.

## Online Certificate Program

The University of Illinois at Chicago School of Public Health offers a unique entirely online opportunity to prepare health professionals to conduct multi-disciplinary clinical research. UIC's Clinical Research Methods (CRM) online certificate program is taught by experienced faculty and is designed to provide easily accessible training in research skills to these clinicians. This entirely online program is taught by experienced faculty and is designed to provide clinicians with accessible training in research methodologies. With no required campus visits, this online program allows busy clinicians and residents to obtain the education they need without sacrificing time during their work schedules.

The CRM certificate consists of five courses:

- Contexts for Clinical Research
- Clinical Research Methods I
- Data Collection and Management for Clinical Research
- Clinical Research Methods II
- Evaluating Clinical Interventions

Students will receive graduate credit for certificate courses.

The fall 2009 application deadline is July 1, 2009. Learn more about the program, view course descriptions, read faculty profiles and more at: [www.clinicalresearch.uic.edu](http://www.clinicalresearch.uic.edu).

## MWIA Conferences

*All AMWA members are also members of MWIA (Medical Women's International Association).*

The Medical Women's International Association (MWIA) wants to remind AMWA members that by virtue of their membership in AMWA that they are automatically members of MWIA. MWIA is divided into eight regions—Northern, Central and Southern Europe, North and Latin America, Central Asia, Near East and Africa and Western Pacific. Each region is represented by a Vice President and Dr. Shirley Hovan from Red Deer, Alberta, is the current Vice President for North America.

The executive of MWIA is elected for a three year period and this took place at the International Congress in Accra, Ghana, in August, 2007. Dr. Atsuko Heshiki from Japan is the current President, Dr. Afua Hesse from Ghana is the President-elect, Dr. Gabrielle Casper from Australia is the Past President, Dr. Shelley Ross of Canada is the Secretary-General ([secretariat@mwia.net](mailto:secretariat@mwia.net)) and Dr. Gail Beck from Canada is the Treasurer.

Each triennium, each region has a regional meeting. In the past few months, Latin America's meeting was held in Puerto Rico and Northern Europe's meeting in Malmo, Sweden. In 2009, MWIA looks forward to three regional meetings: Central Europe in Vienna in May, Near East and Africa in Dar-Es-Salaam, Tanzania, in July and our very own North American meeting on board ship sailing from Boston through the Canadian Maritimes and Quebec City to Montreal from September 19-26, 2009.

Let me take this opportunity to invite all AMWA colleagues to attend the North American meeting. Let us make it truly international as both Canadians and Americans meet to discuss the theme of ***Taking Care of the Caregiver***, aimed at the health and well-being of physicians. For further information and booking before the early bird deadline of November 30, 2008, please e-mail [cruises@seacourses.com](mailto:cruises@seacourses.com). All bookings must be made through this agency.

## Membership Updates

### New AMWA Members Only section

Please be sure to check out the new AMWA Members Only page of the AMWA website. An email was sent out in early April with your user ID and password, so please be sure to test out the new features. You can now update your profile online, renew your dues, and browse the member directory. If you have any questions, or need a user ID and password, please email [associatedirector@amwa-doc.org](mailto:associatedirector@amwa-doc.org).

### **Are you involved in a local AMWA branch?**

AMWA headquarters is updating the branch listings, so please email your branch name and contact information to [associatedirector@amwa-doc.org](mailto:associatedirector@amwa-doc.org).

### **High-Performance Lab Coats & Scrubs-For Female Physicians**

For the first time ever, healthcare industry lab coats get sophisticated, stain-fighting and wrinkle-resistant properties with the combination of DuPont Dual Action Teflon® fabric protector and HIGH IQ Easycare Plus fabric finish. Designed especially for a woman's physique, Medelita women's lab coats repel and fight stains, while its machine washable fabric maintains a wrinkle free, professional finish.

"We believe that women in medicine deserve a lab coat that works just as hard as they do, and are extremely proud to be the first to design a flattering women's lab coat that is also functional. You can't see or feel the nanotechnology, but it keeps our coats stain-free and sharp, right out of the dryer," says Medelita Founder, Lara Manchik, PA-C.

"Moving freely and feeling comfortable all day in a lab coat 50+ hours per week, while maintaining a fresh, confident appearance is very important to the conscientious modern female clinician."

Made from high-denier, 100-percent brushed cotton, Medelita lab coats are designed with a focus on fit and function. The tailored lab coat has a feminine shaping, collar design and waist detail, a hidden inside pocket, and traditional side slits. Medelita fluid-resistant lab coats are available in 4 styles and 2 lengths in sizes 0 – 16, with optional custom embroidery. High-performance Dri-*release*® with FreshGuard clinician scrubs are also available in petite, regular and tall sizes.

Medelita proudly supports AMWA in its mission to advance women in medicine and improve women's health. AMWA members receive a 15% discount on [www.medelita.com](http://www.medelita.com) orders by entering coupon code **AMWA** at checkout. Medelita will also donate 10% of all member sales directly to the American Medical Women's Association.

### **The STAR Doctor Medical Professional Liability Insurance Program for Women in Medicine**

The Star Doctor Insurance Program provides Preferred Medical Professional Liability Insurance for Women Physicians. Coverage is available for most specialties.

The Star Doctor Insurance Program product is backed by an insurer who has provided Medical Professional Liability Insurance for over 35 years and is rated "A XIII" (Excellent) by A.M. Best Company.

Our program for Women in Medicine combines the value of competitive premiums with preferred and specialized features for Women Physicians who need to balance their personal and professional lives. (Some states are not eligible).

#### **STAR Doctor Medical Professional Liability Insurance Highlights**

- "Nose" or Prior Acts Coverage is available
- Affordable, part-time rates
- Free, automatic coverage for your locum tenens physician for up to 45 days
- Free, Unlimited Tail protection in the event of death, disability, or retirement (certain conditions may apply)
- Unlimited Tail available

- Legal Defense protection
- No deductible
- Defense expense paid in addition to the limit of liability
- Leave of absence features designed for new parents, illness, continuing education, and caring for family members
- Outstanding claim services

**For more information, please contact:** Jodie Cole, Senior Vice President, Ext. 222 [jodiec@woodinsurancegroup.com](mailto:jodiec@woodinsurancegroup.com).

**Journal of Women's Health** is expanding its monthly Bulletin Board section to include more information on the following topics. Kindly put [JWH@liebertpub.com](mailto:JWH@liebertpub.com) on your news alerts and/or let us know when there is news or new projects or programs that the women's health community should be aware of, such as:

- Centers of Excellence activities
- Fellowship announcements
- New women's health programs
- New funding opportunities
- Special events
- Advocacy activities

**If you are an AMWA member, and you are not taking advantage of your FREE online Journal Subscription, email [info@amwa-doc.org](mailto:info@amwa-doc.org) and we will send you the instructions on how to receive this great membership benefit!**

### **Doctor's Digest**

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### **March/April 2009 Accurate Billing and Coding**

As claims data is used for quality improvement projects and other purposes beyond reimbursement, getting coding right is more important than ever.

- Tips for Correct Coding
- Expediting Payment
- Dealing with Private Payers
- Special Medicare Procedures
- Technology that Can Help

### **Doctor's Digest: January/February 2009 Time Management**

Effective time management can make practices more efficient and profitable and improve the quality of physician's lives. This issue will offer practical tips and real-life examples for managing a busy schedule at work and at home.

- Best Practices for Time Management
- What's the Right Scheduling Philosophy for Your Practice?
- Making the Most of a 15-minute Appointment
- Supporting Staff to Work Efficiently
- Making the Most of Your Off-Hours

### **Doctor's Digest: Free E-Subscription, Podcasts and Vodcasts on Demand**

*Doctor's Digest* provides information and expert advice written by thought leaders and experts on topics that really matter to us, such as Personal and Professional Growth, Consumer-Driven Healthcare and Small Practice Survival. AMWA members and subscribers receive a free e-subscription to *Doctor's Digest*, access to all back issues and practice management podcasts and vodcasts on demand 23/7. Getting your free 2009 e-subscription and accessing the back issues is easy: just go to the **Doctor's Digest** page on AMWA's website and click on the link provided. Follow the links on [www.doctorsdigest.net](http://www.doctorsdigest.net) for access to the podcast and vodcast series. And now—Doctor's Digest "Essential Practice

## Tips" App on the iPhone/iPod Touch!!

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