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Many of the comments I have read through today are form letters pushed forth by the medical community, but they do make some sense - there needs to be a clearly marked line between "valid communication to an individual" and "unwanted marketing".

If the call is from a healthcare facility trying to impart information to a named individual, it would appear to be a valid communication and therefore allowable to a cell phone. It's the general alerts and "you should hear about this offer" messages that are inappropriate.

I urge the FCC to amend the rules to allow legitimate communication attempts to cell phones from healthcare providers to pertinent individuals. Bulk notifications, however, should not be allowed to cell phones.