

Stephen Dunn  
BCMU 301

05 February 2010

Dr. Albert Reed  
25 Franklin Rd.  
Albany, GA 31770

Dear Dr. Reed,

Welcome to the neighborhood! I hope you've found it an easy transition from life in the Big Apple. I vividly remember the shock I felt when I first arrived from the Twin Cities ten years ago.~  
What a change! The people here really helped me feel at home, as I'm sure you will in no time. ~-f  
This is one of the finest communities, rich in culture and history, and the town will be thrilled to +zn,...;-  
have a new, young doctor around.

Ten years ago my wife and I were on our way to Atlanta, where I was to begin my two-year residency. With a few extra days to spare we traveled around Georgia. It was a single night here in Albany that changed our lives forever. This town, like many in the area, was desperate for a doctor. Young, ambitious, and eager to help, I knew this was a place I couldn't turn my back to. However, I soon learned that three doctors had tried and failed to set up practices here before.

I contacted the Mayor of Albany, Mr. John Bishop, to hear why these doctors had lost their ~  
business after just six short months. He informed me that this area could not afford to pay normal hospital fees, but neither could the doctors afford to reduce their fees to a level the /  
community could afford. Unless I could find a way to overcome this obstacle, my practice would suffer the same fate. I left his house that night disheartened, but still very intent on giving this town what they needed most, a doctor.

I reached out to a network of physicians, friends, and local businesses to help me devise a low cost, profitable business strategy for the region. This plan soon encompassed eight energetic ✓  
doctors, including the three who did not succeed before. Collectively, we agreed to keep our fees twenty-five percent lower than normal. This was achieved through various partnerships, programs, and donations from local and outside sources. The founder of Coca-Cola, and neighbor of Albany, built us a state of the art, rent-free medical facility. Federal and foundation grants, along with half a million dollars in free or discounted drugs through various pharmaceutical companies, were also obtained to help defray the cost of lowered and free services.

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Implementing this infrastructure proved incredibly trying, but after the first year business was reaching sustainable levels. Today, practices are profitable and flourishing, but the biggest  
benefit of all is that the people, rich, poor, and uninsured, have access to a number of doctors

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in the area. This would not be possible without the synergy behind a network of doctors and friends with a common passion.

Dr. Reed, I know you have that same passion within you, and this town is in desperate need of an orthopedic surgeon. I commend you for your ambition and desire to help others, and ask that you consider joining our network so that we may ensure your practice thrives in an area where people need it most. Like the communities around us, this network is built on unity and support, and will provide you with the necessary tools, such as patient referrals and access to the Phoebe-Putney Hospital, needed to succeed.

I am sure you have many questions, and perhaps a few objections. The network is hosting a dinner in the reception hall at the Never Land Inn off of Willy Wanka Way this coming Friday, February 11th, at 6:30pm. This is an excellent opportunity to meet our network of doctors, hear the benefits of joining us, and address any concerns you may have. If you are able to attend, please contact me at 206.425.5424.

~C~L

Dr. James Hotz