

Hotz Private Practice  
78 Pine Rd.  
Leesburg, Georgia  
31779

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Dr. Reed  
25 Franklin Rd.  
Albany, Georgia  
31770

5/3/2011

Dear Doctor Reed,

I am writing, first and foremost, to welcome you to our community. All the doctors in Leesburg were ecstatic to hear that an orthopedic surgeon had moved into the neighborhood. The community members have been in desperate need of your services for some time now. While the golf courses here aren't exactly four star, I know you will fall in love with the caring people of this amazing area. I did ten years ago and I haven't thought to move anywhere since.

When I first came to Georgia, it was with the intent to spend a two year residency in Atlanta before heading off to the Big Apple to make a name for myself, not to mention a tidy fortune. It clearly wasn't meant to be though. I hadn't even made it to Atlanta when a man hijacked my car. My wife and I were driven nearly 200 miles to rural Leesburg. Needless to say, my first impression of Georgia wasn't a good one. However, when we arrive, the entire village came out to greet us and make us feel comfortable. They prepared the most delicious home cooked chicken dinner I've ever eaten. Afterwards, they spent the evening showing us how badly they needed a doctor, I agreed. As I began to set up my practice and research the area however, I realized I was in for a very big challenge.

Before I arrived, Leesburg hadn't had an established doctor in over a decade. In fact three doctors had tried to establish practices, but all failed within six months. Their high service fees and lack of a supportive community of medical professionals soon led to their demise. My greatest fear is that the same will happen to you.

Undoubtedly, since you've moved in to your new practice, you've already see the poverty that your patients are living in. This can make payment collection stressful at best and nearly impossible in most cases. It is so difficult to turn away patients who are uninsured, like so many here are. I believe it's a doctor's nature to want to help all he can.

Every one

But as we both know, the expenses of running a practice are high. Facility overhead and pharmaceutical costs drive up the prices that we have to charge and that's without taking into account the fact that we have to make a living!

The only chance a doctor has to survive in a community like this is to rely on the support of the doctors around him. Only by working together can costs be cut resulting in lower service fees that have a reasonable chance of collection. The key to business survival here are low prices and even lower overhead expenses. But how can you achieve when start up costs alone are enough to drive up the fees you charge? ✓

*We hope you will join in.*  
My solution is that you join the close-knit network of doctors that I have already established here in Leesburg. I was able to bring eight other doctors into the community and collectively we have thrived. We worked to set up a revolutionary system for providing low-cost (sometimes free) health care for patients through the use of the benefits provided by the network. Already we have been able to reduce our prices by 25%. Through the use of this network, nine doctors have established practices that will be successful for years to come and are making a difference in their community. ✓✓

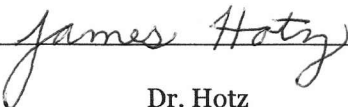
Through our network we have:

- Access to the centrally located Phoebe-Putney Memorial Hospital,
- Access to a medical clinic built by Coca-Cola for a rent free, up-to-date facility
- Access to special programs that have donated \$500,000 worth of pharmaceutical drugs to our practices

In addition, the network works together to apply for federal and foundation grants. These benefits come with our promise to make our services affordable to the people of this community who so desperately need them.

We've scheduled a network meeting this Friday afternoon to go over some of our logistics. I invite you to come and get a better idea of just what our vision is here in Leesburg and to meet your fellow doctors in the area. We believe that with your expertise our network will continue to strengthen. I look forward to partnering with you in the future. Welcome to Georgia!

Sincerely,

  
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Dr. Hotz  
Hotz Private Practice