

Brian Wall
10:30



Universal Health Network
Affordable Healthcare

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May 1, 2011

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

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Dear Dr. Reed:

Greetings and welcome to the community! Albany is a small town with big charm. Ten years ago I was in the same position as you; a young doctor with a plan to open my own practice. And like you, I had a strong desire to succeed. ✓

Albany did not have an established doctor for over a decade before my arrival. Three doctors tried to establish practices during that time, but all failed within six months. Doctors couldn't survive in the area charging normal fees because too many people in the community were uninsured and could not afford to pay out of pocket. The doctors could not cover their overhead costs if they reduced their fees to a level the community could afford.

I was convinced I would be different, but I soon fell into the same situation. I charged a fair rate for my services, enough to cover my costs. Few patients arrived and the ones that did could rarely pay their bill. There was high demand for my services, but not at my fee rate. I began lowering my fees, but I did not have much flexibility; commercial loans for my practice, rent for expensive medical equipment, and my own medical school debt restricted me from reducing my fees. Like the doctors before me, I was facing failure in less than a year's time.

I had to approach this area differently. I brought in eight doctors and set up a system for providing low-cost (sometimes free) health care for indigent patients. Doctors in my network agreed to keep their fees about 25 percent lower than normal and Phoebe-Putney Memorial Hospital agreed to treat patients whether they could pay or not. Most importantly, doctors are actually available in the area now.

Our network of doctors works with many organizations in the area and nationally to provide funding. The founder of Coca-Cola built a medical clinic that our network of physicians may work at for free. We apply for federal and foundation grants. Our network also receives \$500,000 worth of free drugs through special programs set up by pharmaceutical companies. These initiatives reduce the physicians' overhead expenses. Our network physicians can charge reduced fees and still turn a profit.

Your orthopedic surgery expertise is unique among the group of nine doctors in our network. Your knowledge would be a great asset to this community and your skills are in high demand here. By joining our network you will not only be a part of a successful practice, but you will also have patient referrals and network-exclusive access to Phoebe-Putney Memorial Hospital. I would like you to join our network of physicians.

Our network of physicians is meeting with the community at Albany High School this Friday to discuss more healthcare opportunities. If you're available, please join us at 7 PM. At the meeting I can address any questions or concerns you have and you can observe how our network benefits Albany.

Sincerely,

Dr. Hotz