



PECONIC BAY MEDICAL CENTER
Affiliated with Stony Brook University Hospital and Stony Brook University School of Medicine

February 3, 2012

Dr. Brad Lerner
Lerner-Cohen Healthcare
1921 Waldemere Street, Suite 814
Sarasota, FL 34239-2913

Dear Dr. Lerner:

You may have saved my mother's life. As a seasoned, thirty-year hospital CEO, I make this statement boldly, but not lightly.

My mother was a new patient to your practice. After many months of poorly coordinated care and equally terrible doctor communication, I made the decision that my mother needed to completely exit the large primary care group model of care in the Sarasota region. I rejected the managed-care forced paradigm of high volume, low patient contact care and chose to return to the days I remember when the family doctor was a trusted, learned advisor who truly cared about his patients. Choosing you as my mother's new doctor was the smartest decision I have made in a very long time.

Within days of our lengthy telephone conversation you had contacted my mother and completed the most thorough and extensive history and physical examination. Unlike her previous doctor, you took the time to listen and carefully analyze her condition. You made immediate consults and guided her to some of the best specialists in the region. You totally coordinated her care as though she was a member of your own family. And her life-threatening condition was immediately identified. That, alone, is a testimony to your excellence and the value of your practice. But there is much, much more.

Perhaps the most incredible validation of your exceptional care occurred when I took my mother for an incredibly important and nerve-racking imaging study that you had also expedited. The results would tell whether there was hope to fight her disease or if the condition had spread beyond the point of conventional treatment. Based on previous experience in Sarasota, I expected it to take a week to obtain the results. However, as soon as we left the radiology office and came to your office,

incredibly you already had the verbal report and shared with us the extremely positive news. Dr. Lerner, you know I run a health system in New York and most of my physicians are trusted colleagues who would move heaven and earth for me; yet I do not think if this study was done in my own hospital I could have received the results as quickly as you did.

And it did not end there. When I had emailed you the that I was planning to bring my mother up to New York City for a specialty consult at one of the world's leading hospitals, you had already compiled all of the clinical information for me and had it completely organized. It would have taken me a week in person in Sarasota to accomplish the same on my own.

The following is completely crystal clear: (1) You are an exceptional physician, (2) you are highly respected by your colleagues and as such you can extend an extremely high level of expedited specialty consultations for your patients, (3) you are an exceptional communicator, (4) you take the extra time to listen to and carefully examine your patients, and (5) you are one-of-a-kind. You are truly today the "Dr. Marcus Welby" of a bygone era in healthcare.

If your prospective patients have any doubt about the value and necessity of your concierge medical practice, please share this letter with them. Your care is priceless and, as I said at the beginning of this letter, you may have saved my mother's life. I cannot thank you enough and words cannot express my gratitude and admiration.

Sincerely,



Andrew J. Mitchell, FACHE
President and Chief Executive Officer
Peconic Bay Medical Center and Peconic Bay Health System