



Reid About Value

August 2006

Dear Community Leader:

Health care. It is both a blessing and concern for all of us. Whether it's access to needed care, the quality of care or cost of services, health care takes center stage nationally and locally as we plan our business and personal lives.

As president of Reid Hospital – a major health care provider in our community – I want to strengthen the ongoing relationships Reid has had for more than a century with our business leaders, elected officials and decision-makers in this region. Relationships are strengthened by communication. In regular monthly updates, I would like to share information about Reid. I hope to inform you on the services we offer and the value we provide. My intent is that you will see Reid as a partner and a solution to the health care issues you face. My hope is that you will see more clearly the benefit Reid provides to you and the community at large.

Enclosed is a printed version of a newspaper ad that ran in the Palladium Item on May 28th. It focuses on Reid's outstanding rankings, nationally and statewide, in quality initiatives. It also includes information on how Reid has given back to the community through our Social Responsibility Program. And, we shared how favorably our costs compare with other Indiana hospitals.

In the months ahead, I will share in greater detail how Reid provides value through its relentless attention and commitment to quality and lower cost services. I will explain how our fairness, no-discount policy assures that no employer is disadvantaged by a sweetheart arrangement given to others. I will also explain how our local purchasing policy ensures that we afford local businesses an advantaged opportunity to compete with larger vendors for Reid's business. I also will share examples of how Reid strives to fulfill its mission of "wholeness in body, mind and spirit" by partnering with the communities we serve to address unmet health needs.

Communication is a two-way street. I would like to listen and hear from you as well. My goal is to create a dialogue that will address topics that are important to all of us as we work together to improve the health of the community we serve.

Sincerely,

A handwritten signature in blue ink that reads "Barry S. MacDowell".

Barry S. MacDowell