

April 11, 2016

Dear Patient,

As you know, there have been many changes in the practice of medicine over the last 10 years. Some of these changes have been difficult for everyone and some are very exciting like our gradual move from intermittent care for patients only when they come in for appointments to a more global care for patients when they are not sitting in front of us. We are required to move forward with these changes before payment structures are in place. We also have the honor of being selected through an extremely competitive process to be in the first cohort study group in Colorado aiming at better integration of behavioral health in primary care medicine. I look forward to leading all of us through these transformations. These increasing demands require that I make some changes here at Highlands Health for Life.

After 11 years of trying to provide the care patients deserve in the traditional system and based on my patients' positive responses to a survey on personalized healthcare, I have decided to convert part of my practice to a model that emphasizes overall wellness, prevention, and service. I am writing to you today because of our history, and my belief that you would benefit from such a program.

Please join me for a presentation of this program to learn more:

Date Thursday, May 12, 2016
Location History Colorado Center | 1200 Broadway – Denver, CO 80203
Parking Free parking at the Judicial Parking Garage – attached to the North side of the museum
Time 6:30 PM
RSVP rsvp1@signatureMD.com (or) 1-800-763-4704 ext. 801 (PLEASE RSVP BY MAY 4, 2016)

Why do we need personalized care?

The outlook for primary care in our country is grim and the pressures of our healthcare system are forcing primary care physicians to spend less time with more patients. Did you know that, on average, patients wait 27 minutes in the waiting room, only to subsequently spend 8 minutes with their doctor, or more often a nurse practitioner? I am making this transition to preserve what I believe are the crucial components to excellent care: personalized service, relaxed and unpressured office visits, and the time to focus on you, the patient, as a complete individual.

I am personally committed to caring for my patients in the right way, rather than follow the mandates of a flawed system. To this effect, I will dedicate the next phase of my professional life to comprehensive care for a smaller group of patients who want to be healthy, productive and active.

By limiting program participants to 300 individuals (7.5% of my current practice), I will have the time to partner with you to optimize your well-being.

To Learn More, please:

1. Attend the presentation
2. Call our Patient Liaison, 1 (866) 883-8859 ext. 322
3. Visit our webpage: www.signatureMD.com/kennedy (agreements and program details available on site)

The enrollment period for participation in the program will end on May 23rd, 2016, or when we reach capacity. I look forward to discussing this exciting opportunity with you and embarking together on this journey to build a healthier you.

Yours in good health,



Whitney Kennedy, MD



SignatureMD Affiliated Physician