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Arizona State Physicians Association
5225 N. Central Avenue, Suite 212
Phoenix, Arizona 85012



Arizona
State

Physicians
Association

5225 N. Central Avenue, Suite 212
Phoenix, Arizona 85012

Dear Dr. Johnson:

As an advocate for Arizona physicians, the Arizona State Physicians Association (ASPA) actively seeks ways to strengthen the physician/patient relationship. We believe that the Internet is one of the most powerful tools available today to achieve this goal. However, we are concerned that many Web development programs do not place physicians in control of their own Web sites. Consequently, sites are nothing more than an electronic brochure that fail to achieve the great potential of the Internet.

To address this problem, ASPA has entered into a strategic alliance with MedWired.com, an e-Health company focused solely on building Web strategies for physicians. The ASPA/MedWired.com program provides Web platforms for physician practices at no cost for the first six months.

I strongly urge you to take advantage of this no cost opportunity to determine how the Internet can add value to your practice.

John Meernik, MD

President, Arizona State Physicians Association

Dr. Thomas Johnson,
It's *your* Web site.
It's *your* freedom.
It's *your* future!

MAILHOUSE
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An urgent message from the Arizona State Physicians Association

Thomas Johnson, MD
Partners in Orthopedics
1234 East Ridgeway Drive
Phoenix, Arizona xxxxx

Welcome

TO THE E-HEALTH OFFICE OF

Dr. Thomas Johnson

About Our Staff

Ask an Insurance Question

Patient Education

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web site

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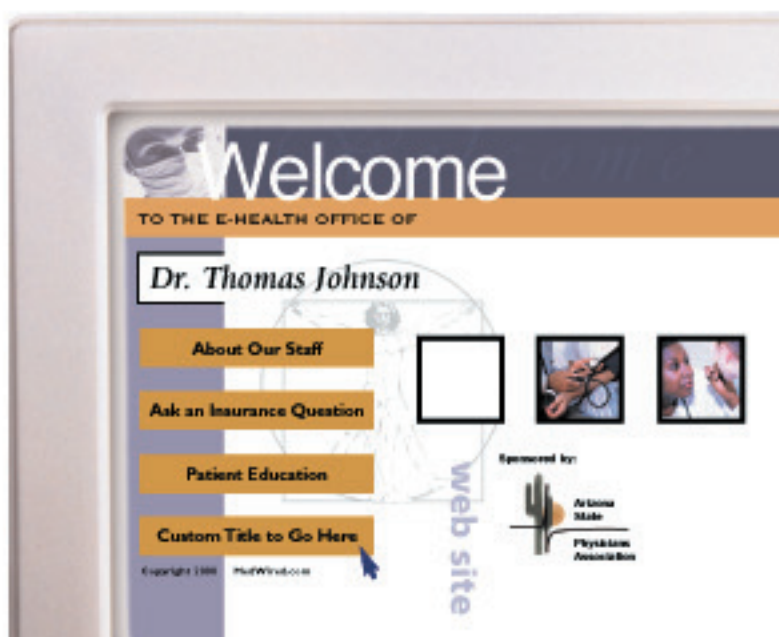


Finally. A Web strategy that makes sense for Arizona Physicians!



A WEB STRATEGY DESIGNED TO STRENGTHEN THE PHYSICIAN-PATIENT RELATIONSHIP

It's estimated that 33 million Americans will go "on line" for medical information this year. Odds are great that many of your patients will be among them. If your practice had a personalized Web site ... one that *linked* patients to health resources you knew to be reputable ... one that *connected* patients to your front office ... one that *extended* your ability to educate and support ... how much stronger would your relationship with patients grow? And how much healthier would your practice become?



Why ASPA chose MedWired.com for this critical initiative.

MedWired.com focuses solely on practice-based Web strategies. It was founded and is directed by a physician who understands the importance of the physician-patient relationship, as well as the need for practical, personalized solutions



YOUR PERSONALIZED WEB SITE

This is a prime opportunity to integrate your practice's *communication* and *other processes*. Your customized Web solution will allow you to leverage the Internet to manage or improve practice processes, including:

- Patient communication – for appointments, information, e-mail contact and more
- Patient education – directly from your practice, so you control content
- Business operations – for processing claims, referrals, checking insurance eligibility and more
- Clinical processes – for Disease State Management, outcomes data collection, analysis and more
- Physician/staff support – for reference information databases, CME, literature search and more

Moreover, MedWired.com's streamlined process speeds your site's design and implementation. Your practice manager (or whomever you designate) works with a dedicated MedWired.com project manager to complete a detailed questionnaire. Regular checkpoints assure satisfaction.

PHYSICIAN DRIVEN MODEL

Most Internet models in health care today exist outside the control or influence of the physicians who actually provide care. These centralized models disseminate information that may or may not meet your practice's standards for quality and accuracy. MedWired.com takes a different approach –

a physician-centric approach. Starting with an open platform that integrates content and services from several strategic partners, it then customizes platforms so that content and services meet the local practice's needs.

THE "RELATIONSHIP REVOLUTION"

ASPA and MedWired.com share a fundamental position: that the true power of the Internet lies in its ability to support relationships, not just transfer information. In health care, this differentiation is critical ... for data without doctor connection can further damage the physician-patient relationship. MedWired.com and ASPA believe you and your colleagues have an exceptional opportunity to use the Internet to better serve those in your care and "revolutionize" the physician-patient relationship.

YOUR NEXT STEP

MedWired.com's model provides the site at no cost, along with six free months of comprehensive support services. This allows you to ensure the strategy is valuable to your practice.

Learn more about this timely, relationship-reinforcing opportunity! Call us at 303.268.2905.

Visit us at www.azspa.com, www.medwired.com, or complete and return the card below.

303.268.2905



Respond now and get an additional six months free!

YES. I am interested in acquiring a Web site for my practice.

Name (please print) _____

Please contact my practice manager _____ or me immediately.

Phone number _____

E-mail address _____

We currently have a Web site. Please see our site at www. _____

We currently encourage patients to visit the following Web sites for health information: _____

(ASPA Members Only): Permission to use bio/CV info. on file with ASPA to build my Web site:

(physician's signature) _____

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**Thomas Johnson, M.D.
Partners in Orthopedics
1234 East Ridgeway Drive
Phoenix, AZ 00000**