



December 31, 2008

Target Marketing Solutions
325 S. Michigan Avenue
P.O. Box 2117
Howell, MI 48844

Dear Paul:

TRUSTEES

Joseph G. Nuyten, Jr., Chair
Richard L. Kramer, President
William M. Kahn, Treasurer
Bill Hammond
Jeffrey Heuer
Susan M. Karr
Earl LaFave
Mary M. Lyness
Terrance J. Manning
Jeffrey G. Mark
Anita M. Penta

As 2008 draws to a close, I want to thank you for all you and your colleagues at Target Marketing Solutions have done to make our hospital such a success.

I want to point out several critical factors that I feel must be acknowledged:

1. You have always delivered more than you have promised.
2. You have never overcharged us for technical services, and your good advice, the best I have gotten anywhere, is free and from the heart and from the head.
3. You have treated us like a member of the family; your promises are always kept, you put up with our personalities and urgent deadlines, and where we are slow to grasp some advanced web marketing concept, you tutor us patiently and forward us good self help materials from around the web.
4. You spend our budget as if the money were your own funds; you have never wasted a nickel.
5. You have given great advice, even when the question was not directly about your work on our website or Pay per Click. This has saved us thousands of dollars that would have been wasted on marginally productive efforts that are hyped by your competitors, but not proven in their efficacy.
6. From the standpoint of results, our beds are now full and at "retail" prices in the worst economy since the second world war. By comparison, many of our nationally prominent competitors are only half full, and with declining, rather than improving, payor mixes. Just three years ago, in a much stronger economy, we were shutting down patient care units at the Christmas holidays for lack of patients. Today, in the midst of economic turmoil and uncertainty here in Michigan, we are doing better than we ever did in the "good old days." There is only one difference: Target Marketing Solutions.
7. You think ahead; by calibrating our online registration forms and web to toll free call in admissions to trackable, measurable data, you have shown us that every dollar we are spending with you is coming back to us many, many times over. In this regard, your performance has been particularly stellar. It is much easier to fight for marketing budgets when you help us to prove our ROI as you do. Your steady guidance has taken the risk out of our marketing to the extent possible in this economy.

In summary, it is so wonderful to deal with a firm that is smart, ethical, pro-active and small enough to give us personal attention while big enough to get everything done technically that the larger and far more expensive web marketing firms are known for. Your combination of smarts, experience and ethics is just what we were looking for in a new web partner. Our former web firm was good at graphics, good at billing a lot for their services, but simply out of their league in putting the pieces together for success.

We are so lucky to have been introduced to you. You guys make us successful, and we enjoy every minute of the collaboration with you along the way.

Sincerely,

Richard L. Kramer
President
Brighton National Addiction Foundation and
Vice President, Development,
St. John Health Brighton Hospital

PS Feel free to have any prospective client call me at 810-255-2575 or email me at rkramer@brighthonhospital.org for more information.