

Dear Bob,

When I first came to the Hospital for Sick Children I was in need of both financial and insurance planning services. I inquired from several of my associates at the hospital and received a very positive recommendation to contact you. I am writing this letter in response to your request for an evaluation of the work you have done for me and my family over the last 7 years.

The benefits I have found in working with MedStaff Consulting are many and the experience that I've had is not dissimilar from the reports my colleagues gave me when I first asked them for a referral. Your many years of experience with medical professionals is evident in the specialized services you have developed to meet our needs. You are aware of how difficult it is for doctors to find the time to organize their affairs and plan effectively. The most appreciated benefit of your services to doctors is that it enables a doctor to quickly grasp and understand the essentials needed to make an informed decision.

I would summarize the special benefits of your work then as follows:

1. Responsibility and integrity of you and your staff. It is always clear that the focus of your careful analysis and recommendations is the best long term interests of the doctor.
2. Organization Services. Your planning Excel spreadsheet analysis assists in such areas as budgeting, investment, insurance and retirement planning. It is invaluable in allowing a doctor to objectively evaluate the benefits and consequences of any particular decision whether it is incorporation, tax reduction, disability, life insurance, critical illness, or long term care. You provide superb planning tools that enable doctors to make informed decisions in a time efficient manner with confidence.
3. Experience: Through discussion with my peers I have learned of your close relationship with the hospital medical staff associations and staff at the teaching hospitals and that you have provided doctors with over

22 years of experience in addressing the financial needs of the medical profession.

4. Innovation: MedStaff Consulting has pioneered the use of sophisticated excel spreadsheets for investment, retirement and insurance planning; the use of Webex meetings that allow doctors to meet and review files on a secured web link-up to your desktop from any location. I have the comfort of knowing that no matter where I am in the world if I have a question and require specific data regarding my assets you will be able to come up with the information I need.
5. Clarity: Your methodology quickly assembles all of the most important financial and planning data into summaries that allow me, my wife, my accountant, and my banker to be able to see exactly where we stand in terms of assets and liabilities and tax saving strategies, at any given time for planning purposes.
6. Networking: MedStaff Consulting has assembled highly skilled advisors that are associated with your organization and who have demonstrated their knowledge, integrity and professionalism in working with the medical community over the past 22 years. You are able to refer accounting, legal, investment, real estate etc. professionals who, like you, have an outstanding track record in assisting doctors.

I hope this has been helpful in communicating my experience in working with you and MedStaff Consulting.

Sincerely and respectfully,



Jeffrey Traubici, MD
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The Hospital for Sick Children
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