

JOHN CALLEJA
MD

1111 12th Street
Key West, Florida
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September 28, 2011

Dear Valued Patient,

As you may know, my office conducted a telephone survey to gauge our patients' interest in a personalized healthcare program which emphasizes wellness, prevention, quality and service. Your response was overwhelmingly positive. After very careful reflection, I am glad to announce that I will be converting my practice to this new, innovative model.

We are excited about this program and will be presenting it to patients on Thursday, November 3rd at 4:00 PM and 7:00 PM at the DoubleTree Grand Key Resort Key West, 3990 S. Roosevelt Blvd, FL 33040; RSVP required, email: reply@signaturemd.com or call 866.883.8859 x 306. I urge you to take the time to attend the presentation, as the changes to the practice will affect you directly. If you cannot make the presentation, please visit the office to meet with our Patient Liaison, Karen Kohl who is here to educate you regarding the program and answer any questions that you may have.

About my Personalized Care Program: As we all recognize, the U.S. healthcare system is changing, and the direction of change directly affects the delivery of care and how you, the patient, can access it. I have spent the last 34 years working to give the best care possible. Now, I find it increasingly difficult to continue to do so as our healthcare system has become more fragmented and expensive.

To continue to provide the level of personalized care that I have done until now, has become increasingly difficult, and soon will be impossible for me. I have finally recognized that it is in the best interest of *all* my patients to dedicate the rest of my career to comprehensively caring for a smaller group of patients who want to be healthy and productive throughout the rest of their lives. Because the practice of whole person, preventative medicine is very time-intensive, I must limit the practice to 400 patients. By doing so, we will be able to provide you with:

- Comprehensive yearly executive physicals (see details on the following page).
- Patient visits that are on-time and never rushed.
- Same day or next day appointments whenever necessary.
- Availability to render medical services for your visiting friends and family while in town, should the need arise.
- 24/7 availability on my personal cell phone.
- Discounts of up to 50% on prescription drugs at major pharmacy chains.
- My undivided attention.

To help me focus on doing what I do best—caring for you—I have partnered with SignatureMD. They are experts in helping physicians manage business matters associated with creating a personalized health program, and they will enable me to focus on your health.

Program enrollment ends on December 15, 2011. The survey suggested that demand for this program may well exceed the supply of memberships; we urge you to join us in the office or at the presentation, so as not to miss out. If you are unable to attend the meeting, and would like to learn more about or enroll in the program, please call SignatureMD at 866.883.8859, ext. 329 or email: jcalleja@signaturemd.com. Information on program benefits and costs as well as applications may be found at: www.signaturemd.com/calleja.

I look forward to embarking with you on this exciting journey.

Sincerely yours,



John F. Calleja, MD

John F. Calleja MD -- FACT SHEET

My Motivation: I have been in medical practice for 34 years. Over that time, the medical system, as do all things, has “changed with the times.” It has made the system more complex and this has made it increasingly difficult for me to continue to deliver the high quality, personalized care that has always been my goal. I look forward to working with you in a partnership where I can guide you to health and longevity. I will work with you to deliver the best medical care possible emphasizing wellness and prevention. To do this I must limit my practice to 400 patients, which is a small percentage of my current practice. This innovative personalized care model is becoming increasingly popular throughout our country, and I encourage you to seriously consider joining me in this partnership for your health.

The Executive Physical: The cornerstone of care will be an annual extended visit based on a comprehensive physical and diagnostic testing, which would include (but not be limited to) the following:

- Comprehensive labs (in addition to the usual metabolic panels and blood count, we will do pertinent hormone panels, advanced lipid testing, levels of essential vitamins, screening for familial diseases, and other specific tests as dictated by your personal health status).
- Pre-diabetic screening.
- A complete battery of in-house testing including EKG, pulmonary function testing, and a screening ultrasound for abdominal aneurisms and for carotid artery plaque (which may be the precursor of stroke and other conditions).
- Most important, a comprehensive explanation of results which will include a discussion of health risk factors for conditions like cancer and heart disease, laboratory results review, nutrition, and overall wellness and prevention planning.
- I will work with you throughout the year to help you accomplish your health goals.

While we will bill your insurance for the physical, you will not be required to pay any additional out-of-pocket fees, above your standard co-payment and deductible, for any components of the physical that your insurance does not cover: **typically, insurance does not cover most “screening” or “baseline” studies, though often these are of key importance in prevention of later disease states.**

Benefits:

- We will make every effort within our schedule to accommodate friends and family visiting from out of town.
- Laceration and other low-level urgent care to minimize need for visits to the hospital Emergency Department.
- Free consultation for optimum benefit of the Life Extension line of supplements, should you choose to use these, and selective discounts on their purchase at our office.
- **We will provide non-fragmented and integrated care, including continuing to serve as your attending physician should you require hospitalization at Lower Keys Medical Center. Please note: one of the major developments in today’s medicine is the existence of hospitalist physicians who can attend all patients in the hospital without need for the involvement of the patient’s personal physician. I will continue to be directly involved in every aspect of your care while hospitalized at LKMC, and will coordinate care with any specialists you may require during that hospitalization.**
- You will have direct availability to the services of Southern Medical Group staff at all times, with use of my personal cell phone number for after-hours contact.

How to Join: Please visit the office and meet with our Patient Liaison, Karen Kohl. Karen can explain the benefits of the program, answer any questions you have and provide you with all of the documents that you need to join the program. You may also sign up on-line by downloading, reviewing, and completing the membership agreement by visiting: www.signaturemd.com/calleja and click on the member agreement link.

Patients who choose not to join: Although I would like to be able to include all 3,000 of our patients in this program, it is impossible to do so. If you choose not to join the program, your relationship with me as your personal physician will change, but please do not be alarmed. We truly value all of our patients and will make arrangements to ensure that you continue to receive high quality healthcare with no interruption.

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