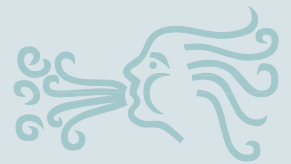


SOUTHWIND EXECUTIVES INTEGRATE WELL WITH THE PERMANENT TEAM



In every engagement, there are key permanent executives who work together with the Southwind interim management team. **Rick Majzun, Director of Operations,** told us about the value Southwind executives brought to his role at **BJC Medical Group.**

“I felt like I absorbed a lot from the Southwind people. It was a mentoring experience for me, particularly with respect to their approach to business negotiations. I definitely strengthened my skills in helping managers and physicians make difficult decisions together and maintain relationships for the long haul.”

Lisa Trumble, Chief Financial Officer at Charter, served as a vital member of the restructuring team working side by side with Southwind executives. “Southwind showed a human side. Other consulting groups say they know the answer, and they don’t ever modify their opinions based on the situation. Southwind modifies. Their approach is very personable. They are more endearing to the people they interact with and as a result they are more successful.”

Bruce Harrison, Executive Director of Seton Medical Group, spoke of the new tools Southwind left them.

“Prior to the engagement we were strictly using an employment model. Southwind introduced us to a temporary employment model, an income guarantee model, and helped us complete a medical staff development plan.

“They also helped us bring the administrative and financial functions of our specialties and primary care groups together. We are now more centralized and consolidated, and we have a plan for growth, succession planning, and community need.”

ACTION AND RESULTS DEFINE SOUTHWIND

When asked what makes Southwind stand out from other professional service firms, many stakeholders were in agreement. Most felt it is Southwind’s ability to get things done.

Stanley J. Lukowski, Chairman and CEO of Eastern Bank, Chairman of the Partners HealthCare System, Inc. Finance Committee and a former member of the Board for Charter Professional Services Corporation, said, “Southwind is hands-on as opposed to the strategic and analytical type of consultants. They get their hands dirty and get problems solved.”

Dr. Steve Miller, Chief Medical Officer at BJC Healthcare, appreciated Southwind’s stick-to-it-ive-ness, “Southwind distinguished itself through implementation. Unlike other consulting firms who provide a plan and abandon you, Southwind stayed the course, right through the implementation process.”

David Wright, General Counsel for North Shore Medical Center in Salem, Massachusetts told the survey moderator, “Often in negotiations and at a client’s request, attorneys will become heavily involved in or direct the negotiations of the business terms, and the negotiations can become protracted and expensive. In our case, Southwind was fully capable of negotiating the business terms with the lawyers on the other side, but understood the legal issues and consulted with me when necessary. This saved significant time and money in legal expenses and facilitated the negotiation of the business deal.”

“Other consulting groups say they know the answer, and they don’t ever modify their opinions based on the situation. **Southwind modifies.**”
 Lisa Trumble, Chief Financial Officer, Charter

“Thanks to the methodology Southwind brought us, we have improved staff satisfaction and our organization is better and stronger today because of it.”
 Eric Schick, Vice President of Finance at Saint Francis Health System

“Southwind didn’t just charge in. Any resistance points were discussed. We came to group consensus and decisions were joint.”
 Stanley J. Lukowski, Chairman of the Partners HealthCare System, Inc. Finance Committee



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