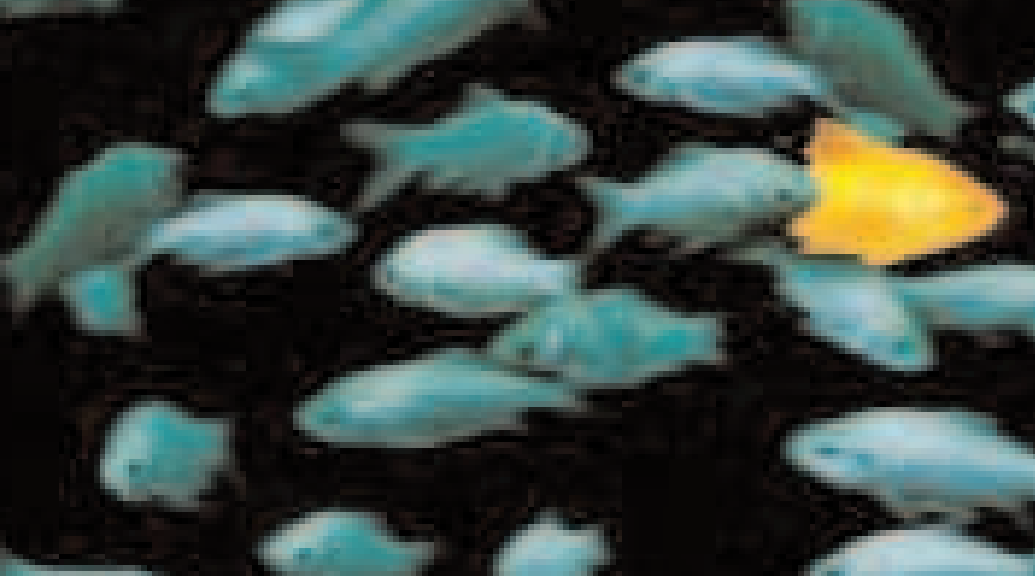


Healthcare

Postcard Campaign

**Awareness Postcards**



**To rise above  
without losing air...  
try using money  
that's already there.**



**Healthcare**

[Improving your Financial Well-being]

# We care for your financial well-being

We're VIE Healthcare, one of the country's leading expense management and cost containment experts.

You may have heard our firm's name before – we've made great strides in many leading healthcare organizations already. Now, it would be our distinct pleasure to help yours.

There is a better bottom line hidden within your overhead expenses – VIE Healthcare knows where to find it.

**888-484-3332**

**[www.viehealthcare.com](http://www.viehealthcare.com) • [info@viehealthcare.com](mailto:info@viehealthcare.com)**

VIE Healthcare is a leader in expense management strategies specially targeted to the healthcare industry. Call us today – all it takes is a few moments to learn just how much we can do for you.



43 West Sylvania Avenue  
Neptune City, NJ 07753





Healthcare

Postcard Campaign

**Introduction Postcards**

**There's a better bottom  
line hidden within your  
overhead expenses.**

**VIE Healthcare  
will find it.**



# We'll put the money back where it belongs... in your pocket!

We're VIE Healthcare, one of the country's leading expense management and cost containment experts. Our unique range of services is designed to keep your bottom line healthy and your finances in equally great shape.

We offer:

- Hospital-wide Cost Reduction Analysis
- GPO Analysis – Price Verification Audit
- Pharmacy Spend Analysis
- Shipping and Freight Review
- Telecommunications, Facilities, Energy and Waste Management Audit
- Clinical Supply Cost Reduction Programs: Physician Preference Items
- Healthcare Contract Review (HCR)
- Opti-Bill Program
- EXCITE! Program: Excellence in Creative Ideas in a Team Environment
- And much more

By choosing VIE Healthcare, Lourdes Health System saved \$750,000 and received \$85,000 in refunds. **How much can we save you?**

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Healthcare

Postcard Campaign

**Cost Allocation  
Postcard**

**We just found  
you more money!**



# Are your accounting methods leaving cash on the table?

They are if you're not taking advantage of **cost allocation** to accelerate property depreciation schedules and maximize tax deductions.

Let VIE Healthcare show you how to put your property assets – land, buildings, personal property and land improvements – to work for you and realize significant tax benefits. Our commercial property review is a highly technical process performed in conjunction with Capital Review Group, a leader in cost allocation analysis since 1981, and a team of engineering experts. It meets all IRS requirements and **IMMEDIATELY** increases your cash flow, reduces tax liability and improves ROI.

Why tie up your valuable investment dollars when you can put the time value of money to work for you today?

Whether you're contemplating a new property purchase or concerned that you've overlooked valuable deductions from past purchases and improvements, call VIE Healthcare today for a **no risk, no obligation** preliminary review. We'll help you free up the capital you need today to grow your business for tomorrow.

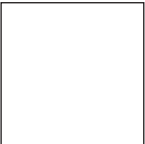
**888-484-3332**

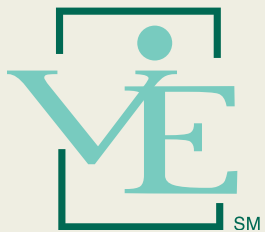
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VIE Healthcare is an industry leader in expense management strategies. Call us today – all it takes is a few short questions to see if cost allocation will work for you.



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Neptune City, NJ 07753





Healthcare

Postcard Campaign

**HRC Postcards**

**FINALLY! Integrated  
legal review AND  
cost analysis for all  
your contracts.**



**FINALLY! Integrated  
legal review AND  
cost analysis for all  
your contracts.**



# Before you sign your next contract, allow *us* to provide:

## A Thorough Legal Review of:

- Supply Contracts
- Capital Equipment contracts
- Repair & Maintenance contracts
- Service and Management contracts

## A Detailed Price Analysis:

- Comparing your contracts to best pricing and practices available.

We'll make sure that you have the knowledge you need to negotiate ongoing cost savings.



**888-484-3332**

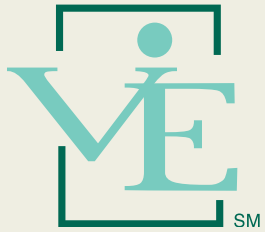
**[www.viehealthcare.com](http://www.viehealthcare.com) • [info@viehealthcare.com](mailto:info@viehealthcare.com)**

VIE Healthcare is the only company dedicated to the legal review of healthcare vendor contracts. Call us today – all it takes is a few moments to learn just how much we can do for you.



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Healthcare

Postcard Campaign

**Opti-Bill Postcard**

Put interest to work  
for you, not against you.  
Say good bye to late  
fees with Opti-Bill.



August 2004  
Account number: 43-10732-5482-1  
24-hour customer service and emergencies (888) 484-3332  
Page 3 of 3

**ELC POWER**

**ELC Gas**

Usage			
Actual Reading Aug 17	8835		
Actual Reading Jul 19	8014		
Conversion	x 1,012		
CCF Total	<b>811.34</b>		

**Charges**

Total ELC Gas Charges	<b>\$366.39</b>
-----------------------	-----------------

Rate- CSGH

---

**ELC Electric**

Usage			
Actual Reading Aug 17	3945		
Actual Reading Jul 19	3384		
Meter Multiplier	x 400.000		
Total kWh	451.64		

**Charges**

Service Charge	\$48,449.03
Usage	20,649.20
On Peak	
Off Peak	
Total ELC Electric Charges	<b>\$69,476.23</b>

Rate- LPLS  
368.64

Actual On Read Aug 17	1546
Actual On Read Jul 19	1435
Meter Multiplier	x 400.000
Total kWh	110.88

Actual Off Read Aug 17	2234
Actual Off Read Jul 19	2048
Meter Multiplier	x 400.000
Total kWh	253.11

Actual Off Peak kWh 304,000

Distribution Demands (kW)  
Annual Demand 1080.00

Measured Demands (kW)  
Total Demand 1080.00

**Miscellaneous Charges and Credits**

The charges and/or credits listed here have been included in the Prior Balance amount, and are displayed for informational purposes only.

Late Payment Charge **\$6,735.14**

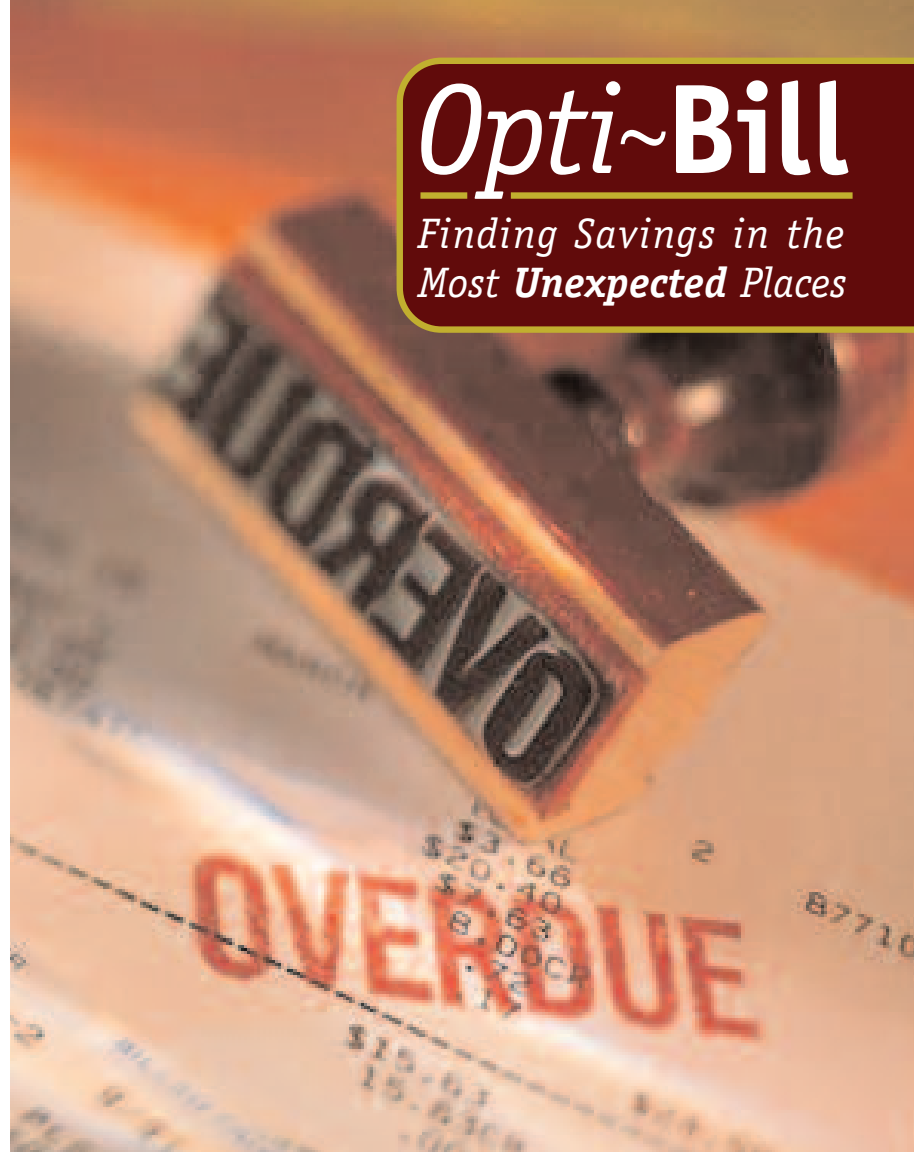
**Opti~Bill**  
Finding Savings in the  
Most *Unexpected* Places

Put interest to work  
*for you, not against you.*

Say good bye to late  
fees with Opti-Bill.

**Opti~Bill**

*Finding Savings in the  
Most **Unexpected** Places*



# AVOID unnecessary late charges on your utility bills

The average hospital pays over \$15,000 in monthly late fees. That adds up to a big chunk of your yearly budget. These fees are “hidden” in utility bills and are easily overlooked. VIE Healthcare’s Opti-Bill Program will help your organization manage unnecessary fees and avoid monthly late charges.

## VIE’s Opti-Bill Program:

- Communicates with utility companies to avoid late payment charges on your accounts.
- Ensures the accuracy of monthly utility bills.
- Notifies your accounting office of the invoice number, charges and due date BEFORE you receive your monthly utility bill.
- Reviews all past late fees for discrepancies and applies for credits.
- Monitors all utilities for late payment charges that are incorrectly assessed.
- Creates a win-win scenario between your organization and its utility providers.

By choosing VIE Healthcare’s Opti-Bill Program, your hospital could save \$180,000 annually in late fees.

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VIE Healthcare is a leader in expense management strategies specially targeted to the healthcare industry. Call us today to learn more about our 30-day free trial.



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Healthcare

Postcard Campaign

**Excite! Postcards**



Can you find  
the lost  
revenue?

**THEY CAN...**



# Lost revenue just got a whole lot easier to find with VIE's EXCITE! Program

We don't always know where the lost revenue is. Chances are you don't either. But your staff does. That's right, the people on the front lines doing the work day in and out. Not only do they know where it is, they usually know what to do about it. They don't bother to tell you though, because they think nobody cares about their ideas or opinions. Sadly, they are often right.

The truth is that your staff's ideas can save you \$100,000 and more, just for the asking. We're so sure of it, we guarantee it! Call us today and we'll tell you all about how our powerful EXCITE! Program will not only bring out the creativity in your staff, but create a culture that allows that process to continue long after we're gone.



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Call us today to learn more about our no-cost trial offer.



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**Reach new heights  
in creativity and  
cost containment  
with our**



# You have a workforce with brilliant ideas – why not use them?

Innovative, cost-saving ideas can come from anyone in your organization. You just need to learn how to nurture the creative process and then implement the resulting ideas for improved results. VIE Healthcare's EXCITE! Program will help you create a high-performance culture where everyone is trained in creativity, idea generation and rapid implementation skills.

**VIE's EXCITE! Program is tailored to meet your needs and address a range of goals, including:**

- Organization-wide improvement
- Departmental improvement
- Specific organizational improvement
- Cost control
- Revenue improvement

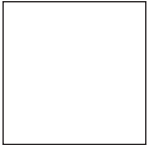
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Healthcare

Postcard Campaign

**Reminder Postcards**



**Running out of budget?  
Running out of time?**

**VIE Healthcare will  
find you money fast!**

# The end of the year is **NOT** the time to be scrambling to stretch your budget.

It happens every year, the end of Q4 is rapidly approaching and you're looking for extra funds to bridge the gaps. Why not let VIE Healthcare help you out? We're leaders in expense management and cost containment, and we know exactly where to look to get the greatest return for the least time and effort. Best of all, we're results-based. That means it doesn't cost you a thing to begin a project and there's no charge if we don't find you extra money ... but rest assured, we will find you the money.

Within 30 days we identified a billing error that resulted in a \$33,000 refund check for one client. A week later, we found another error that brought \$27,000 back into their pockets. Three months was all it took to realize \$500,000 in annual savings and \$85,000 in credits and refunds for another client.

With results like that, why wait until the end of the year? Call us today to learn how much money we can find for you.

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Project name \_\_\_\_\_

Client \_\_\_\_\_ Project number \_\_\_\_\_

**ROUND ONE** Date \_\_\_\_\_

- \_\_\_ Approved as is (no changes)
- \_\_\_ Approved with changes noted (needs no further proofing rounds)
- \_\_\_ Not approved, changes noted (requires further proofing rounds)

**ROUND TWO** Date \_\_\_\_\_

- \_\_\_ Approved as is (no changes)
- \_\_\_ Approved with changes noted (needs no further proofing rounds)
- \_\_\_ Not approved, changes noted (requires further proofing rounds)

**ROUND THREE** Date \_\_\_\_\_

- \_\_\_ Approved as is (no changes)
- \_\_\_ Approved with changes noted (needs no further proofing rounds)
- \_\_\_ Not approved, changes noted (requires further proofing rounds)

**FINAL ROUND** Date \_\_\_\_\_

- \_\_\_ Approved as is (no changes)
- \_\_\_ Approved with changes noted (needs no further proofing rounds)
- \_\_\_ Not approved, changes noted (requires further proofing rounds which may increase cost)

Signed \_\_\_\_\_

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