

This plain letter performed twice as well as a previous dimensional mailing (an invitation on a silver platter) to the same mailing list.



John A. Sample
Chief Executive Officer
HealthWell Hospital
1234 Main Street
Anytown, USA 00000

Dear Mr. Sample,

Are you under pressure to fund a building expansion? New construction? Additional staff? You may breath a sigh of relief after reading this letter.

Why? Because those expenditures may not really be necessary. You can increase the capacity of your *existing* facility, while significantly *reducing* your space and staff requirements.

That's what happened at LeBonheur Healthcare in Memphis. It used Lean to improve lab turnaround by 50% and save \$250,000 a year. LeBonheur saved an additional \$6 million in construction costs by applying "Lean design" to a planned facility. Florida Hospital experienced similar gains. It has used Lean to achieve more than \$9 million in capital savings.

Why not hear directly how it was done – *from the people who did it?*

At our Executive Roundtable on April 15th in Philadelphia, you can speak with LeBonheur's VP of Performance Excellence, as well as with Florida Hospital's VP of Operations. They'll share their first-hand experience on what it takes to succeed with Lean. You'll also hear from Norman Bodek, the nationally recognized author and "Godfather of Lean."

To ensure the greatest degree possible of one-on-one interaction with these high-level speakers, we limit participation to a small number of senior executives. Reserve your place today by faxing us the enclosed reservation form.

Lean yields dramatic and measurable savings, *time after time*. Take advantage of this opportunity to see how it's done.

Sincerely,

A handwritten signature in black ink that reads "Jo Ann S. Hegarty". The signature is written in a cursive, flowing style.

Jo Ann S. Hegarty
Worldwide Director of Marketing
ValuMetrix™ Services
JHegart1@ocdus.jnj.com

P.S.: Lean has helped organizations like yours to achieve millions of dollars in space and labor savings. In one information-packed day, you'll see how *your* organization can also benefit. Reserve your place today.