



**BlueCross BlueShield  
of Illinois**

500 East Randolph Street  
Chicago, Illinois 60601-5099  
312-653-6000

September 28, 2010

Mr. Doug Dvorak  
Dvorak Marketing Group  
1064 Bombay Way  
Palantine, IL 60067

Dear Doug:

I would like to thank you for being part of our 2010 HCSC EPPO Al-Hands' F2F meeting. For a group that doesn't get together very often, your humorous and motivational program set the tone perfectly for the remainder of the get-together. Our group, responsible for managing complex and often expensive projects in HCSC, doesn't get the opportunity to laugh together very often. Comments have been very positive.

We were also impressed with your diligence in preparing for the meeting. You asked a lot of questions and interviewed a number of individuals prior to the meeting in order to tailor and personalize your presentation for our healthcare organization. When asked for speaker suggestions in the future, we'll be happy to recommend Doug Dvorak and his alter ego, Dr. Carpediem.

Sincerely,

A handwritten signature in cursive that reads "Cathy Tinsley".

Cathy Tinsley  
EPPO Divisional Vice President