



October 12, 2009

Michael Hingson
The Michael Hingson Group
84 Bahama Reef
Novato, CA 94949

Dear Mike,

Thank you for sharing your experiences on September 11, 2001. You and Roselle trusted each other and together, with many others, you survived! In health care, we need to continue to foster trust between all stakeholders: patients, physicians, hospitals and health plans. This trust will lead to greater communication and better quality/safety of care provided.

Your discussion of perceptions resonated well with the audience. I believe they will remember your speech when they are faced with a change or something unknown.

Thanks again for presenting an inspirational speech to our leaders. Please contact me at christina.freese@spectrum-health.org if you have any insights about future board summits.

Sincerely,

Christina Freese-Decker
Vice President
System Strategic Planning and Development