



WebMD Practice Services  
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May 3, 2004

John Doe, M.D.  
Family Practice  
123 Main St.  
Springfield, ST 12345

Dear Dr. Doe:

I am pleased to welcome you to our Customer First program. Customer First is more than a name for the services you will receive as a valued customer. It is a commitment across WebMD Practice Services to deliver products and services designed for customer satisfaction. As part of Customer First, you will receive the following services:

**My Personal Assistance.** I am pleased to be your personal advisor and advocate within WebMD. While I will contact you regularly with information on products, services and industry developments, you can contact me as well. I have listed my telephone number and email address at the bottom of this letter.

If you have a support issue or service question regarding your system or any of the services that we provide, including electronic transactions and patient statements, the best place to call first is our Support Center. Likewise, if you have a billing question, you should contact our accounting department. However, if you are unable to get a rapid solution to an issue or an answer to an inquiry, or if you are unsure of whom to call, please call me, and I will personally take ownership of resolving the issue or finding the answer.

**Customer Advisories.** In addition to providing assistance at your request, I will contact you regularly with information on industry developments, products and services. When you see the At Your Service logo that appears at the top of this letter, you will know I am sending you information on practice management, electronic medical records, electronic data interchange or other technologies and services that can help you improve practice efficiency, cash flow, outcomes, and patient satisfaction.

A Customer Advisory could provide up to date information on healthcare industry developments, service enhancements, or advice on how to optimize the products and services you already use. For example, an advisory might cover tips for using practice management system reports to track revenue trends and variances over time, time-saving tips on how to conduct month-end closings more quickly, or a brief case study on how to implement an imaging system.

When a Customer Advisory covers industry changes, it will include: (1) what the change is; (2) any dates or deadlines you need to know about; (3) how the change will impact you; and (4) options for actions you should take, if any.

Again, it is my pleasure to share news of these services with you, and to introduce you to the benefits of Customer First. I look forward to working with you, and thank you for your business.

Don Williams  
Customer First Representative  
813-287-2990, [dwilliams@webmd.net](mailto:dwilliams@webmd.net)