



AMERICAN INSTITUTE
for MEDICAL PROFESSIONALS, LLC

To Whom It May Concern:

This letter is intended to serve the reader as a reference for Communication by Design, and specifically Jan Niehaus.

Jan and I have worked together for over 20 years, and she has added value to each of the healthcare companies I've founded and operated during that time. She is a creative and resourceful consultant, attuned to both the "big picture" and has an eye for the details. I like the fact that she is a team player and takes ownership of outcomes/results.

When we first became acquainted, I owned a home health company, and Jan helped us define our communications objectives and wrote copy for those.

Following my sale of that company, I started a new company providing nurses to hospitals in St. Louis, Illinois, and several other states. She was like one of our group for the six years I owned the company, very engaged in marketing communications projects. Communication by Design was instrumental in our branding and helped us differentiate ourselves in an extremely competitive market. She started with our mission statement, but it wasn't the run-of-the-mill mission, vision, philosophy you see everywhere. She came up with the idea of "corporate commitments" to the different constituencies we served—nurse employees, clients (healthcare providers), patients, investors, and so on.

On the marketing front, I can't think of a think of a single campaign or program that Communication by Design didn't touch. They designed our logo, stationery, even the forms we used in our day-to-day operations. Jan organized and wrote our Web site content, brochures, direct mail, radio advertising -- she even wrote telemarketing scripts!

Following the sale of the staffing company I embarked on a new venture of working with colleges and universities in China in an effort to bring solid nursing talent to the United States. At this point, Jan took on several familiar and some new tasks for us. She finessed our business plan, made it more cohesive and persuasive. In strategy sessions, she helped develop consensus among the partners and then wrote a white paper -- the first comprehensive, written description of the company -- which in turn informed the website, brochures, etc.

Jan has always added value, as opposed to taking it. She brings a broad knowledge of communication in a variety of venues, insightful questions, good humor, and a commitment to getting results. Please feel free to contact me if you have any questions.

Sincerely,

David W. Nations
President