

# F. Y. I.

A Monthly Newsletter to Inform and Entertain Our Clients

## May Your Valentine's Day Be Memorable

### Inside:

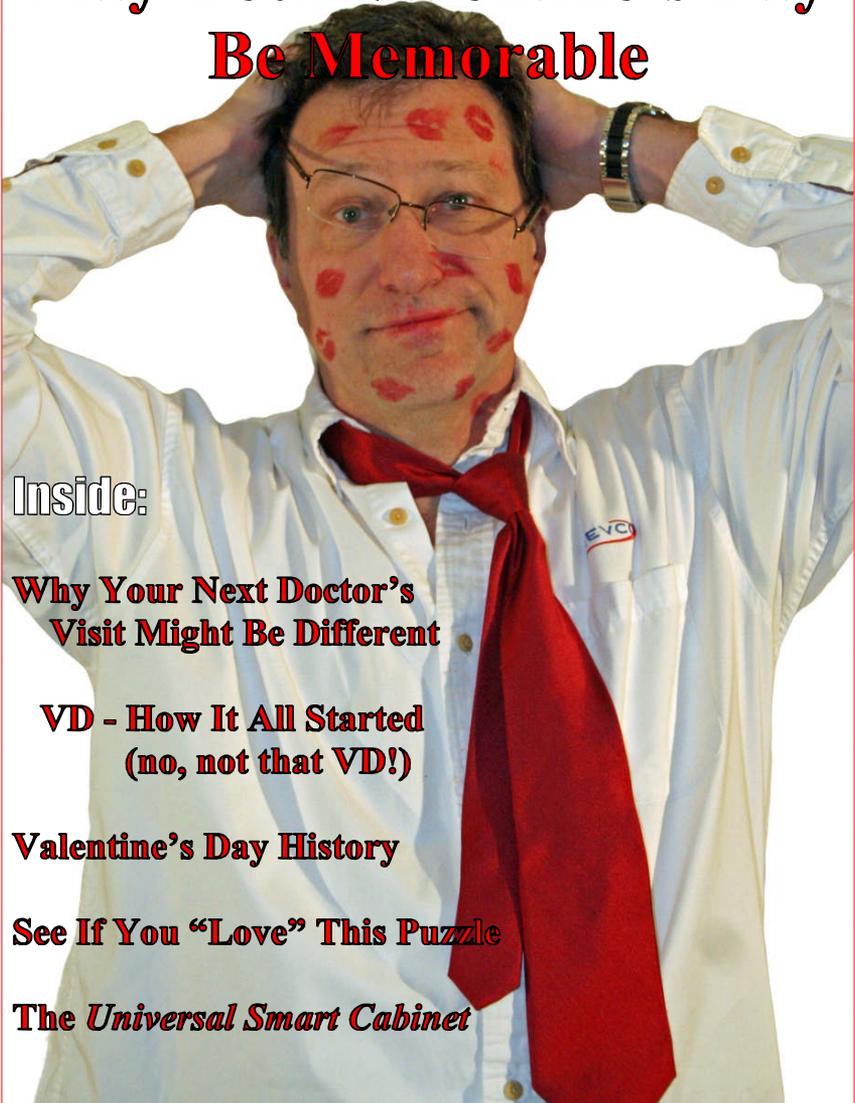
**Why Your Next Doctor's  
Visit Might Be Different**

**VD - How It All Started  
(no, not that VD!)**

**Valentine's Day History**

**See If You "Love" This Puzzle**

**The *Universal Smart Cabinet***



## **The Future of Health Care**

When Dr. Brian Forrest was completing his residency at Wake Forest University, he was told he had to see 30 patients a day, every day. Later, at a job interview, he was told he'd be required to sign a contract saying he'd see a patient every 7 minutes or have his pay cut. He didn't sign.

Instead, Dr. Forrest spent time researching alternative business models and what he came up with is one of many new models now appearing in the health care industry. Clients actually pay him cash!

By no longer accepting insurance, he avoids billing complexities and costs along with worries over Obamacare. More importantly, he only needs a single office assistant and has lowered his overhead by 2/3! This outrageous idea actually results in significantly lower costs to the patients as well as better and more personal care. He sees a maximum of 16 patients a day and leaves the office by 5:00 PM. And, last but not least, his practice is actually more profitable.

In addition, he has negotiated deals with lab companies to reduce his patient's costs for lab tests. For example, he charges \$30 for a prostate test that is normally billed to an insurance company at \$184. He has also found specialists willing to join in, such as the cardiologist who discounts 80-90% for cash payments.

Dr. Forrest's practice, Access Healthcare, P.A. of Apex, NC, charges \$449 for an Annual Comprehensive Preventative Screening Exam which entitles his patients to office visits during the following 12 months for only \$20. Most basic lab work is also included.

"The discovery I made was that by getting rid of administrative, bureaucratic hassles, I was able to do very well financially and at the same time have high patient satisfaction and good quality of care," he says. Interestingly, most of his patients are not wealthy. Half have no insurance, and another 15 percent are on Medicare. His patients include homeless people who have no other access to care and wealthy people who like the idea of spending more time with their doctor.

Dr. Forrest and other doctors have also pioneered their own Direct-Buy Health Plan which employers can purchase for their employees instead of traditional insurance. This approach exempts employers from the Obamacare requirements of providing insurance and the penalties for not doing so.

Over the years, he has helped a couple of dozen doctors establish similar practices. However, since Obamacare was passed, he has been flooded by inquiries from fellow doctors.

A 2010 survey found that 29% of doctors said they would leave the practice of medicine if Obamacare passed. Perhaps now with a growing number of doctors adopting new, innovative, cost saving ideas that allow them to spend more quality time with their patients, things may turn around.

# The Origin of Valentine's Day

There are various theories on the origin of Valentine's Day, but the most popular dates back to the time of the Roman Empire during the reign of Claudius II, 270 AD. Claudius didn't want men to marry during wartime because he believed single men made better soldiers. Bishop Valentine went against his wishes and performed secret wedding ceremonies. For this, Valentine was jailed and then executed by order of the Emperor on February 14. While in jail, he wrote a love note to the jailor's daughter signing it, "From your Valentine."

## More Interesting History...

- Many believe the 'X' symbol became synonymous with the kiss in medieval times. People who couldn't write their names signed in front of a witness with an 'X.' The 'X' was then kissed to show their sincerity.
- Girls of medieval times ate bizarre foods on St. Valentine's Day to make them dream of their future spouse.
- In the Middle Ages, young men and women drew names from a bowl to see who would be their Valentine. They would wear this name pinned onto their sleeves for one week for everyone to see. This was the origin of the expression "to wear your heart on your sleeve."

## Valentine's Day Word Fun

ADMIRER CANDY DEVOTION GIFT PROPOSAL  
 ADORE CHOCOLATES FANCY GIRLFRIEND RELATIONSHIP  
 AFFECTION COUPLE FEBRUARY HEARTS RESTAURANT  
 ATTRACTION CRUSH FLAME JEWELRY ROMANCE  
 BEAU CUPID FLOWERS LIKE ROSES  
 BELOVED DARLING FONDNESS LOVEBIRDS SENTIMENT  
 BOYFRIEND DATE FOREVER LOVERS SUITOR  
 CANDLES DEAR FRIENDSHIP PARTNERS SWEETHEART

P I H S D N E I R F D I P U C A L  
 V D H S U R C A C F B A L E N D O  
 N Y N T I A E A S O L C T O Y M V  
 S R N E N S N L Y E H O I E R I E  
 T L E D I D S F A O N T W S A R B  
 R E Y S L R R E C T C T L E U E I  
 A W S E R I F O N A I A I C R R R  
 E E S E E E L L R D S O O M B S D  
 H J C N S A V T R O N U N T E D S  
 T G D N T O T O P I P O A S F N A  
 E N Y E A A R O L L G C F E H I T  
 E I S D U M R B E L O V E D B I G  
 W L O D R P O A F F E C T I O N P  
 S R E M A L F R R E N T R A P A R  
 E A Y C N A F O R E V E R L I K E  
 R D R O T I U S D N O I T O V E D

## Monthly Quotes

*"Gravitation is not responsible for people falling in love"*

– Albert Einstein

*"A life without love is like a year without summer."*

– Swedish Proverb

*"We can cure physical diseases with medicine, but the only cure for loneliness, despair, and hopelessness is love. There are many in the world who are dying for a piece of bread, but there are many more dying for a little love."*

– Mother Teresa



## MARK YOUR FEBRUARY CALENDAR ...

**February 1** Bubble Gum Day

**February 2** Groundhog Day  
**February 8** Boy Scout Anniversary

**February 10** Chinese New Year

**February 12** Lincoln's Birthday

**February 13** Ash Wednesday

**February 14** Valentine's Day

**February 22** Washington's Birthday

**February 28** National Chili Day

Just Say No to PowerPoint Week – **February 3 - 9**  
National Entrepreneurship Week – **February 16-23**

Dog Training Education Month  
American Heart Month

# Take a Look at My “*Universal Smart Cabinet*” Concept

I call it the *Universal Smart Cabinet* because it *eliminates virtually all of the thinking and planning* when installing new hardware. Rack and stack literally any type of hardware and immediately have available, right at your fingertips, the correct power and DCIM tools.

The *Universal Smart Cabinet* consists of three components – 1) an industry leading Great Lakes cabinet, 2) Liebert MPX modular PDUs and 3) the Avocent Universal Management Gateway.



Start with one of our Great Lakes ES Series cabinets, custom designed to your specifications. Available in a wide choice of heights, widths and depths, the ES Series Server Enclosures are intelligently designed with integrated features to accommodate servers and other hardware and the conditions associated with them including high density cable management and cooling capabilities.

Next, we add the Liebert MPX. This one-of-a-kind adaptive rack PDU provides the right power for any device. The hot swappable Branch Receptacle Modules (BRM) allow you to custom design your PDU by mixing and matching NEMA 5-20R, IEC C-13 and IEC C-19 outlets as needed. Simply add or remove BRM's to reconfigure the MPX as your needs change. You can even provide 120V and 208V power on the same PDU!



Finally, throw in the Avocent Universal Management Gateway (UMG) appliance. This 1U device has 40 autosensing ports and combines the functions of KVM-over-IP, serial console-over-IP, Service Processor (iLO, DRAC, etc.) management, and more, in a

single chassis! Just plug in whatever you need to manage and the UMG determines what you are adding and provides instant access and control. You no need to buy different management appliances. One device does it all.

## Perhaps I Should Call It the “*Stress-Free Cabinet*”

With the *Universal Smart Cabinet*, installation of your new hardware becomes quick and painless. Easily adjustable rails in the Great Lakes ES Series cabinet accommodate anything you need to fit while abundant cable management keeps everything neat and tidy.

No need to worry about whether you have the correct outlets available. With the hot swappable MPX BRM's, if you don't already have what you need, simply pop in the appropriate module. And, the MPX can monitor and control power right down to the outlet making power management a snap. You can even add temperature sensors to the MPX to monitor and alert you when temperature conditions inside your cabinet reach threshold levels.

Want a KVM connection? Just attach a dongle to the server and connect it to the UMG. How about a serial console connection for, say, a switch? Simply plug it into any port on the UMG. iLO or DRAC? Directly connect it to the UMG for unbeatable security and centralized management of all your service processors. Hey, you can even share a single port on the UMG for both KVM and service processor management! Saves ports and gives you dual access.

Call me today to discuss your own *Universal Smart Cabinet*. And, don't forget that you can use the MPX and UMG in your existing cabinets to make them *Universal Smart Cabinets*, too.

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*Bob Von*