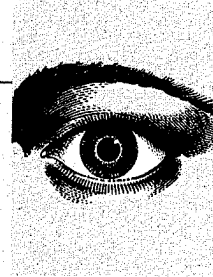


## Ophthalmology & Ocular Surgery



March 1, 2011

Evan L. Waxman M.D.  
Residency Program Director  
UPMC Eye Center  
1400 Locust, Ste 3103  
Pittsburgh, PA 15219

Dear Dr. Waxman:

Your graduating fellows and residents as well as alumni may have an interest in immediate openings with population-to-doctor ratios of about 300,000-to-500,000:1 for a sub-specialist, or 40,000-to-50,000:1 for a general ophthalmologist in a Midwestern referral area, as described on the enclosed poster.

Please feel free to forward the poster to new graduates, alumni, or others with practice experience, with the invitation to pass it along to any of their colleagues. Please let us know if we should send this to others who may be looking for a growth opportunity.

We hope to find at least one candidate now with practice experience and an interest in development of this growth opportunity. Comprehensive as well as several sub-specialty positions are available in this wide-open market.

The average physician stay in this community is 17 years compared to the national average of 5 years. Physicians in the area also enjoy a potential income consistently above the national average. In 2009, Business Week magazine ranked Salina as the best place in Kansas to raise a family.

This is an ideal location for someone who wants to fully utilize their services in a stable regional economy.

We hope to hear from you and thank you for any input you may have.

Sincerely,

Brian E. Conner, M.D.  
[eyespecialtyascl@att.net](mailto:eyespecialtyascl@att.net)  
785-822-5525

Enclosure: Poster

# GENERAL OPHTHALMOLOGISTS & SUB-SPECIALTY OPHTHALMOLOGISTS

Practice Where You Are Truly Needed and  
Where You Will Truly Love to Live!

**SALINA, KANSAS**—awarded the title "All-America City" by the National Civic League, and recently ranked 27<sup>th</sup> best US city to live in out of 219 cities (*Rating Guide to Life in America's Small Cities*)—is situated at the crossroads of America, in the heartland of one of our most stable economic regions!

## About our Patients—

- Most patients are 60-to-90+ years.
- **Patient-to-doctor ratios** about twice the national average of areas typically served by metropolitan centers:
  - about **40,000-to-50,000:1** for a **general ophthalmologist**. One position available now.
  - about **300,000-to-500,000:1** for a **sub-specialist** in retina, glaucoma, plastics/reconstructive, or pediatrics & strabismus. One sub-specialty position available now, others to follow.
- Almost all patients are entirely covered by insurance and supplemental co-pay.
- The patients greatly *need* your services and are also very appreciative and welcoming to physicians with new skills and technologies.

## Take the Opportunity...

- ...to set the course of your position here as defined by your interests and creative ideas.
- ...to be part of our physician-owned and -governed ambulatory surgery center.
- ...to help determine and facilitate the direction and future development of services in our clinic and ASC.
- ...to introduce new services and develop them according to your interests building on a 30-yr practice base.
- ...to have a flexible schedule as needed.
- ...to be on the fast track to partnership.
- ...to be able to start up your practice right away and with flexible terms.
- ...to expand on your leadership and management experience (a plus, but not required).
- ...to have the support of our dependable, friendly, career-oriented, and certified staff who have been here for 15-to-20+ years.
- ...to be in a favorable climate regarding malpractice, limited managed care, higher payment rates and fewer insurance hassles.
- ...to enjoy a potential income consistently above the national average.
- ...to be within 15 minutes of home from any clinic or health facility.
- ...to discover why the **Average Physician Stay** in Salina, Kansas is *better than three times the national average* (17 years compared to 5)!

## A Bit More About Salina<sup>1</sup>—

- **2009 Best Place in Kansas To Raise Your Kids.** Affordability, safety, and education were top priorities for *Business Week* magazine, which cited Salina's low cost of living (87.7% of national average); low crime rate; education (two 4-yr universities; student test scores consistently higher than the national average for public and private schools); job growth; economic stability; superior air quality; higher family income; quality of museums, 24 parks ("**City of Parks**") including Oakdale Park, the annual site for the nationally recognized Smoky Hill River Festival, theaters (**Kansas Arts Community of the Year**); general amenities; and diversity. Salina is a regional hub for healthcare, retail, education, arts, and transportation.
- Salina has daily airline service and sits at the crossroads of the interstate highway system with direct access to all points north, south, east, and west. The Rocky Mountains are within driving distance and offer a full spectrum of recreation year round for the entire family. Sub-specialty CME meetings during ski season!

Contact Brian E. Conner, M.D.  
[eyespecialtyasc1@att.net](mailto:eyespecialtyasc1@att.net) 785-822-5525 (10am-10pm CT)  
or feel free to pass this along to colleagues in your networks.

<sup>1</sup>For more information about Salina, Kansas: <http://www.salinakansas.org/ecodevo/narrative.asp>