

January 3, 2006

Pinnacle Pediatrics  
Suite 305  
490 East North Avenue  
Allegheny Professional Building  
Pittsburgh, PA 15212

Dear Dr. Serbin:

This letter, my thoughts, and words, can not express fully the appreciation that our family has for you as our pediatrician. There are many reasons that we feel thankful to have the opportunity to share in the experiences of this new style of practice. The main focus is the true caring that you as an individual deliver and offer to us as parents.

It is by luck (or fate) that we came across your practice after the birth of our daughter in July 2004. We had planned a birth center delivery as clients of The Midwife Center. After many hours of labor and slow progress, we had decided with our midwife to move to AGH. Shortly there-after, our daughter- stubborn as can be- was born- on her terms of course. (We would have to recount many pregnancy and first year stories to show the correlation)

After her birth, we were asked which pediatrician we had chosen. We spoke with our midwife about the lengthy search and disappointment that we had been experiencing in finding a physician. She replied with a confidence we could not question, "Dr. Serbin is the one you are looking for?" She requested for our daughter's initial hospital exam to be with you.

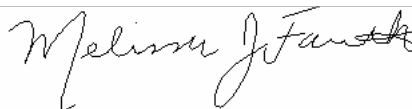
During our first visit at AGH, we felt assured, comfortable, and a part of our daughter's care with you. You offered more to us in those first few moments than we had experienced in hours of physician interviews. My husband and I discussed the benefits of a physician near our home versus the care we anticipated with your practice. We quickly decided that the distance traveled would be well worth the quality of the many physician visits we had in our future with a new baby.

After choosing you as the PCP, we received notice of the new practice. Initially, we were concerned about the potential loss of what we had thought to be the second best thing to happen to us (sorry, it's hard to compete with that birth-day experience). A moment later, excitement set in, I had read and seen so much about concierge style practices and fully supported the idea. Even though I could agree with the benefits this service would offer, I was conflicted about having to pay a fee in addition to my always increasing medical insurance premiums. We really didn't think we could afford it, especially with the recent changes in our expense column. I suppose babies do that.

The fact is, that we live pay check to pay check like many other families and certainly didn't plan on an unexpected expense. However, with no contractual agreement, we thought that there was nothing to lose. We would give it a try, find a way to make it work, and decided from experience if the expenditure was warranted. Within the first couple of months we were sure that your practice was well worth any investment (and/or budget cuts!) that we could make.

After 18 months of working with you, I can't imagine the alternative. Pre and post concierge- you have provided us with sound advice, warm regard, confidence, security, and the highest level of medical care that is available. From frightening experiences in the middle of the night, to general questions during the day, your being there helps us to be better parents in caring for our child. The care that you provide is more than a service. It truly is a display of your values as a person, a parent, and a medical professional. We are very proud and fortunate to be a part of what you are accomplishing with Pinnacle Pediatrics.

Thank you,



Melissa J. Fauth

P.S. - Please feel free to utilize myself and Bob (as well as any info from this letter) as reference for anyone who may like more information in making an informed decision in choosing your practice. We would be happy to talk with them.