

Daniel F. Merrill DDS, MS
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July 31st, 2008

ASQ Cincinnati Quality Award Committee
Re: Letter of Endorsement

Dear Committee Members:

As a dentist and periodontal surgeon it is critical that I provide the highest level of care to my patients. Further, with the escalating cost of healthcare products and services we consider it an obligation to streamline our internal operations to keep our costs under control and pass these savings on to our patients to the degree possible.

Our practice has made a major commitment to providing high quality, cost effective care and we have made considerable investments in technology and other resources to assure the achievement of these goals.

With the rising costs of healthcare we believe it is essential that all healthcare organizations adopt quality standards and implement good continuous quality improvement practices to reduce cost, increase productivity and improve care.

Over the past several years we have engaged the services of Johnson Consulting Services to help us with HIPAA compliance and various quality improvement projects. They have helped us achieve our quality goals.

Having experienced first hand the benefits of quality improvement methods I can unequivocally support the efforts of the Cincinnati Section of the American Society for Quality Awards Program.

We encourage all healthcare providers to participate in the Award Program and support their efforts to improve healthcare in the Greater Cincinnati area.

Sincerely,

A handwritten signature in cursive script that reads "Dr. Daniel F. Merrill". The signature is written in dark ink and is positioned above the printed name.

Daniel Merrill, DDS, MS