

What the Lawyers Don't Want You to Know...

Dear Medical professional:

I hope you'll forgive me, but I have a confession to make (I've been beating myself up about putting this off)...

Human errors in medicine can be stopped. My confession? I've waited far too long to bring this prescription forward, and people (both patients and practitioners alike) have continued to suffer unnecessarily.

My name is Tim Autrey, and I discovered a formula (after more than twenty years of trial and error) that will stop medical errors dead. This is the same formula that I recently used to slash human error by more than 800% at a major commercial nuclear power facility (a percentage that continues to rise as time goes on).

The formula is called "Practicing Perfection™." It's a System that administers a set of strategies and simple-to-use tools that rapidly impact human behaviors and interactions. When you implement this System, you'll see a tremendous positive rise in:

- Communications (cited as the root cause in more than 67% of the JCAHO documented Sentinel events)
- Trust
- Openness
- Standardization of Handoffs (as required by the new JCAHO Communications goal for 2006)
- Procedural adherence
- Mutual respect and teamwork
- Openness

The result?

- An amazing elevation in the quality of your patient care,
- a phenomenal rise in patient safety,
- lowered worker stress,
- higher employee retention,
- a happier more nurturing atmosphere, and
- ...fewer lawsuits (ergo the title of this letter).

I founded the Practicing Perfection Institute for one purpose- to bring Practicing Perfection™ to you and your team. Whether you're a doctor, an administrator, a nurse or a technician; whether you're in a large hospital or a small independent practice (or anything in between), I absolutely know that Practicing Perfection™ will greatly enhance your professional life.

So...what should you do?

As a Medical Professional, you can be a tremendous player in the achievement of our vision:
Error-free world-wide, one life at a time.

Please join me in this quest to eradicate medical mistakes. Check out the rest of this website. Why don't you start by taking a [PulseCheck](#)? It'll give you some great insight into your organization and some suggestions on how you can stop errors NOW. What's more, it's FREE!

Medical errors must be stopped. They can be stopped NOW if we work together. Lives (literally) hang in the balance.

I look forward to working with you.

A handwritten signature in black ink that reads "Tim Autrey". The signature is fluid and cursive, with the first name "Tim" and last name "Autrey" clearly distinguishable.

Tim Autrey- Founder / CEO
The Practicing Perfection Institute, Inc.

P.S. Because of the importance of this work in saving lives and keeping people from getting hurt, I'd love to talk with you personally about your situation. Either send me an email (tim.autrey@practicingperfectioninstitute.com), or phone me at 877-832-9492.