

January 6, 1970

Dr. Robert Howard, Dean  
Medical School  
University of Minnesota  
1360 Mayo  
Minneapolis, Minnesota 55455

Dear Bob:

A misunderstanding has arisen, quite naturally, on your receipt of an announcement about my opening an office in Southdale.

I refer you to the memorandum I sent you early last year about developing a para-medical service to remove the onus of routine ordinary life insurance examinations from the busy practitioner. You responded favorably to this I believed, and my role in it as a consultant.

In my desire to see this service, which is completely managed by the Retail Credit Company, integrated properly into the medical community, I advised them to set it up in a medical office building, under a medical consultant and to seek approval of the Hennepin County Medical Society.

The Southdale office is called the Medical Service Center of Retail Credit Company, with myself listed as consultant. You were unable to attend the Society meeting in which I explained my role and the function of the Center, but it was approved and subsequently explained in the August issue of the HCMS Bulletin.

I should have come back to you with a progress report. At any rate, the professional notice of the office was simply a suggestion at the outset of Tom Cook and the manager of Southdale Medical Building, as a courtesy, and, frankly, to assure the other Southdale tenants that the technician-operated service in their building had indeed medical direction and county approval.