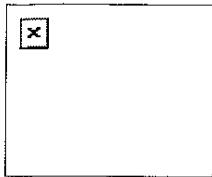


Susan Bonnell

From: Susan Bonnell
Sent: Thursday, August 03, 2006 10:55 AM
To: Jo-Anne Polak
Subject: RE: Help!

I will be here in my office this afternoon. Would you like to call me when you are available? I'll wait for your call.



Susan Bonnell
Director, Corporate Communications
709-777-1426 (1338)

From: Jo-Anne Polak [mailto:jo-anne.polak@hillandknowlton.ca]
Sent: Wednesday, August 02, 2006 5:15 PM
To: Susan Bonnell
Subject: RE: Help!

Hi Susan, I just read the transcript. I am going onto a call at 3:30 my time...I also have a meeting in the morning that runs 8:30 - noon my time. We could either talk at 6:00 your time, or wait until tomorrow afternoon, 1:30 your time?

Let me know.

Jo-Anne Polak
Senior Vice President
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p: +1 (613) 786-9954
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f: +1 (613) 238-8642
jo-anne.polak@hillandknowlton.ca

HILL & KNOWLTON



From: Susan Bonnell [mailto:Susan.Bonnell@hccsj.nl.ca]
Sent: August 2, 2006 2:23 PM
To: Jo-Anne Polak

Subject: Help!

Jo-Anne:

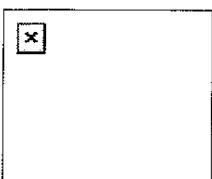
I heard you speak in Newfoundland at the 20-20 Visionary Communications Conference -- great presentation.

Eastern Health is a newly formed, integrated health care organization offering services to a regional population of about 300,000 and tertiary or high-level health care services to the entire province. In the midst of trying to pull together my small but capable communications team and trying to formulate plans (like crisis plans) that did not exist in the seven merged organizations that now are Eastern Health, I've been sitting on top of an angry volcano that keeps erupting. It's one of those crises that keeps on folding, revealing new and distressing layers. This week we've had yet another media frenzy, and while things may calm down as the week goes on with the media, I keep thinking of you iceberg analogy and we have no plan in place as of yet to deal with this or any other crisis.

Attached is the latest development in a year-long crisis that has worn me and a lot of my colleagues to the bone.

While my C.E.O. is generally pleased with what I have been able to do for him and for the organization since this crisis first erupted, I am frustrated by our inability to get a handle on this crisis and by the fact that we haven't had time to dedicate to developing a crisis strategy and plan.

I'd like to speak with you or someone from your team about how we handle the immediate crisis, given our strategies to date and newly developing issues, as well as consultancy services to develop a crisis communications strategy for the organization.



Susan Bonnell
Director, Corporate Communications
709-777-1426 (1338)