



26 October 2005

US Citizenship and Immigration Services
California Service Center
Center Director

Dear Immigration Officer

DR. JACK SHEVEL

I am currently the Director of Achievement Awards Group, one of South Africa's leading performance improvement companies, and I am one of only eight Certified Performance Technologists in South Africa. In the course of my professional responsibilities, I frequently encounter South Africa's leading executives and analyze their effective management strategies and corporate performance. I believe this background qualifies me to render an opinion of Dr. Jackie Shevel, and I can certainly confirm his extraordinary ability as an executive.

Jackie Shevel, the CEO of Netcare, South Africa's leading private healthcare provider, immediately stood out as a man of unusual brilliance in the field of marketing strategy when I first encountered him in 2001. I witnessed his unerring application of theoretical solutions to practical problems in a way that was unique and gave his organisation powerful advantages over the competition.

Dr. Shevel's contributions to improving private hospital management in South Africa have been extraordinary. One management innovation initiated by Dr. Shevel, the Goldcare Winners Program, resulted in a radical and complete program of performance improvement, with rapid and lasting improvements to patient care and customer service. It is highly unusual to improve customer service in an organisation by more than 1-2 percent, Dr. Shevel's program saw patient care results leap by four to six percent in a few short months.

Achievement Awards Group (Pty) Ltd Reg No: 1981/000525/07

Head Office: Tel No: 021 700 2300, Fax No: 021 706 5913 Physical: 83 De Waal Road, Diep River, 7800 Postal: PO Box 234, Plumstead, 7801

Business Development Office: Tel No: 011 884 6225, Fax No: 011 884 6447 Physical: 9th Floor, Sandton City Office Tower, Cnr Rivonia Road & 5th Street, Sandton, 2196
Postal: PostNet Suite No 97, Private Bag X9924, Sandton, 2146

Email: info@awards.co.za Website: www.awards.co.za

Directors: GA Amyot, HE Amyot, P Braun, GB Buys, GL Clark CA(SA), BL Coltham MBL, RS Cramer, BM Haines CA(SA), RA Ingarfield, PD Lange, J McArthur (USA), EM Muller, RL Ospovat



Dr. Shevel is a visionary who grasped the strategic necessity of reducing the cost of medical care to the economically active citizens of South Africa who rely on the private healthcare system. In a totally unique manner that was viewed as extraordinary by the health sector, he created some 1,500 non-commercial partnerships with individual specialist doctors who used the facilities in the hospitals he had established.

Dr. Shevel harnessed their intellect and enthusiasm to embark on a program of reengineering hospitals to drive down costs and improve outcomes. At his behest, new software and web communications systems were developed to allow these partnerships to gather momentum and credibility – underpinning his drive for better quality healthcare for more people.

So sound was Dr. Shevel's two-pronged strategy in both theoretical and concrete terms – and so different from anything being implemented at the time – that I published an outline of Dr. Shevel's work. My publication was released by the International Society for Performance Improvement and I was invited to deliver the Master Series presentation of Dr. Shevel's work to 1,400 delegates at the 43rd Annual Congress of ISPI in Vancouver, Canada. Clearly, Dr. Shevel is renowned, both in South Africa and internationally, for his extraordinary contributions as an executive and his innovative management strategies.

CPTs and ISPI delegates from the United States and across the world echoed my personal enthusiasm for Dr. Shevel's innovative marketing strategies and his ability to deliver hard results through the effective use of human performance technology.

Dr. Shevel's acumen and ability to deliver measurable results set him apart and will be a welcome addition to any industry, or indeed any society that he chooses to serve. I most strongly endorse his petition as an extraordinary executive.

Yours faithfully,

Paul Lange CPT
Director

