

August 21, 2017

We engaged Bill Danis of the CFO Centre in 2014.

I am the owner and Medical Director of Hannam Fertility, an expanding five-physician practice. We see approximately 1,500 new patients annually and run close to 1,000 IVF cycles. Private medicine and perhaps IVF in particular, has complicated revenue streams and, as with any high overhead business, we are dependent on our Financial Team to manage our accounts effectively. While we needed CFO-level competence at strategic and tactical decision points, we simply did not have the need for a full-time equivalent position. It was contacts in the business community that put us through to the CFO Centre.

There is great advantage in working with an individual who enjoys being engaged in part-time work. In Bill Danis, the CFO Centre has provided us with the experience implicit to the role, without some of the challenges associated with part-time work, which can include overpromising and under-delivering, reflective of relative disengagement with the work in general. I have always found the CFO Centre responsive to my requests, and Bill Danis is, in particular, a highly engaged individual who has facilitated developing deeper and more effective working relationships with our vendors, allowing me to focus on our day-to-day client experience.

As a physician, I do not have the time, inclination, or expertise to develop anything like the depth of knowledge and contacts that Bill Danis possesses. This meant that I was unable to build a Financial Team, from Bookkeeper to Controller, to strategic partner, alone. Bill's skill set includes ongoing relationships in the broader business community, which has helped open doors that I otherwise could not see.

The tangible benefits to this relationship have been an ability to step back from the day-to-day management of my Controller and Bookkeeper team, and to have the potential for significantly greater presence in Toronto's financial community. This has proved invaluable in working with lenders and potential business partners. The intangible benefit is to free up my thought processes back to the strategic level, back to the primary business at hand, and to delivering the products and services to the best of our ability.

Bill Danis brought stability during a time of extraordinary growth for our organization, and for that I am very grateful to him and the CFO Centre.

That simple acknowledgment belies the underlying reality that our success is in no small measure related to Bill Danis.

Yours sincerely,

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Thomas G. Hannam, MD FRCSC REI

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