
From: Phill Trewyn <ptrewyn@muellercommunications.com>
Sent: Monday, November 13, 2017 12:12 PM
To: Polcyn, Bryan
Subject: [EXT]Story on Achievement Associates

Bryan - I'm contacting you regarding the story you've been working on related to Dr. Neena Florsheim and Achievement Associates.

I understand Dr. Florsheim has been in touch with you regarding the facts of this story. Following up on that, to verify that there was a formal change in clinical leadership, I've included an email below from Dr. Florsheim regarding the leadership transition.

Also, I want to underscore Dr. Florsheim's cooperation as you worked on this story, and put in context her high standing in our community.

Not only has she be open and cooperative with you throughout this process, on Nov. 11 she sent you a very detailed email answering your remaining questions about her involvement in this issue.

We understand and respect that you have a job to do, but sometimes in investigative reports, subjects are guilty until proven innocent (in this case, illustrated by the fact that something simple and mundane, like the remains of an old lunch in a pink bag, are suspected and alleged to be something much more, like a "ledger").

As you finalize your report for Thursday, please ensure it is factually accurate by reviewing Neena's email responses to your questions. Also, consider her involvement in Milwaukee, her service the community and her history of health care excellence. Feel free to call one or more of these organizations for a character reference.

Dr. Neena Florsheim:

- Immediate Past President of the Jewish Museum Milwaukee (an agency of the Milwaukee Jewish Federation) few months ago, and she continues to serve of the Museum's executive committee
- Member of the board of the Jewish Community Center of Milwaukee
- Member of the board of the Midwest Chapter of the Jewish National Fund
- Member of the board of the Women's Philanthropy Fund of the Milwaukee Jewish Federation
- Member of the board of the Mequon Jewish Preschool
- Vice President of residential condo association in Mequon

She has also held board positions over the years in lots of other community organizations such as the Florentine Opera Club, the Maple Dale-Indian Hill PTA, and the Women's Division of the Milwaukee Jewish Federation.

Professional highlights and accomplishments:

- Neena was the first recipient of the Outstanding Alumnus of the Year award from the UWM department of Educational Psychology
- She was a lecturer in various psychology programs at various universities in Southeastern Wisconsin.
- She served as a chaplain visiting the elderly in nursing homes on behalf of the Jewish Chaplaincy Service (at that time an agency of the Milwaukee Jewish Federation) for eight years.
- She is a member of the American Psychological Association, the American Association of College Admissions Counselors, and the American Counseling Association.

We will be tuned in for the final report on Thursday and hope Dr. Florsheim's upstanding character, and ethical behavior is accurately represented. Thank you.

From: Neena Florsheim <rsfnbf@aol.com>
Date: August 21, 2017 at 9:30:27 AM CDT
To: Isaac Freund
<Isaac@telepsych.net>, nfriedman18@gmail.com, bonnie@krisztalaw.com
Subject: Reminder: Clinic Director

Hello...

It is my understanding that Dr. Knox, clinic director, will contact me regarding transition issues as they arise. Please inform her that she may contact me on my cell (414) 218-4549 to avoid telephone tag as I am not in the office on a regular basis due to extensive travel and business concerns elsewhere out of Wisconsin.

I will usually return all calls within the same business day or evening; texting works, very well. I can easily address my obligations via cell phone and online.

At any rate, if or when there is a change in leadership please let me know for transition purposes. I want to be sure to forward possible information appropriately.

As you know, I am unaware of virtually most office procedures, staffing, billing, hours of therapists/staff, and more; so many changes so quickly, all for the better. I don't even have a functioning key that opens the front office door. I'll give Monica a call for a proper key, again.

By the way, I just saw the computers chosen; I have no idea regarding the systems installed or rationale behind their use. It is well-known that I despise computers, no secret there. I bumped into Jim the computer installer the other day in the hall in Mequon. He seems like a very competent person. Deb and Monica mentioned that the system are terrific and very useful. They appear to be inspired and claim to enjoy all of the positive changes as do the therapists.

In addition, I am keenly aware that clients are receiving excellent care with zero complaints. It makes me very proud that AAC will continue the mission of serving the underserved especially when so many of these clients have been denied services elsewhere due to their health insurance coverage. Thank you.

Please ask Dr. Knox to inform Madison of her position or I can if you wish. As per usual, I will facilitate therapist referral when appropriate via email and in the office and serve as a sounding board for therapists as needed for the agreed monthly consulting fee of \$300 per week, payable by the 1st of each month. I am looking forward to interfacing with Dr. Knox and am available to meet with her at any time. I liked her immediately when I first met her this Spring. She will do a wonderful job for AAC due to her professional acumen and outgoing personality. I know she is well-liked by her peers.

Lastly, please have Dr. Knox or whomever return Mark's (at Mesa Billing Service) call when convenient. He inquired regarding some very simple billing issues/matters where I had no knowledge, and of course, I could not respond with an accurate or appropriate response. His inquiry seemed fairly standard. I am very fond of Mark and find him to be very professional and caring.

At some point soon we should reconcile lingering financial issues and outstanding bills. My main concern is that I have been paying therapist's payroll on accounts received where the funds were going directly into your account as these funds were received in bundles. All therapists are paid in full. Mark has all of those reports and so we can easily document the amounts involved when convenient for all concerned.

As always, thank you for your time and attention. I was happy to help during the transition; both AAL and AAC are certified. As agreed, it is time for me to extricate myself from any of the responsibilities of a clinic director's position with AAC. I am simply delighted with what I have seen so far and wish you all the best in the future.

Warmest regards,
Neena

Neena B. Florsheim, Ph.D.
Founder/CEO, proudly since '86
Achievement Associates Learning Centers, LCA, &
Human Development Consulting Services
Milwaukee, Mequon, Chicagoland,

Palm Beach County and New York
(414) 218-4549

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Phill Trewyn
Mueller Communications, Inc.
1749 N. Prospect Ave.
Milwaukee, Wisconsin 53202-1931
(414) 390-5500
<http://www.muellercommunications.com>
Follow us on [LinkedIn](#) and [Twitter](#)

From: Phill Trewyn <ptrewyn@muellercommunications.com>
Sent: Tuesday, November 14, 2017 2:00 PM
To: Polcyn, Bryan
Cc: LaPorte, John
Subject: [EXT]Dr. Florsheim follow-up

Bryan - Following up on our chat yesterday, just a few additional points regarding Dr. Florsheim and her connection with Abe Freund.

- Neena first interacted with Abe Freund when she started referring patients to his clinic beginning in 2016; it's a common practice for providers to refer patients to other providers. Neena has regularly referred patients to other clinics in the area as well.
- Alleged wrong-doing for which Abe Freund is being investigated happened between 2011-15 - well before Neena began referring patients, which started in mid-2016.
- Neena was engaged with Acasia in order to ensure continuity of care during the transition process. (These are patients Neena had been seeing for 20+plus years.) The book that Neena gave Abe was a simple gift that she believed he would appreciate. Neena is a self-described giving person, who regularly gives simple gifts to acquaintances and friends, or donations on their behalf. She's also very involved in philanthropic and volunteer efforts in the community as my communication yesterday points out.
- Neena has no inside information about the relationship between Abe Freund and Nataniel Friedman.
- Regarding communications with DHS. The email I forwarded yesterday included the communication that Neena meant to reference when you initially chatted with her regarding the clinic's change in leadership. As we discussed yesterday, the onus of contacting DHS in this case is the new clinic administrator.

Also, you mentioned yesterday that there is no evidence that Dr. Florsheim has done anything wrong and that most of the story will be focused on Mr. Freund and Mr. Friedman. I'm not sure where Dr. Florsheim falls in the story, however, I want to underscore the information sent yesterday outlining her character and standing in the community.

Finally, I understand and respect the job you need to do (particularly being a former reporter myself). However, particularly after you indicated Dr. Florsheim has done no wrong, it would be unfair to cast her in a negative light or even simply leave it up to the viewer to decide whether she was somehow a knowing or unknowing participant in the activity you're reporting on. I hope you'll carefully consider this as the story is finalized.

Best regards,

Phill

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From: Polcyn, Bryan
Sent: Tuesday, November 14, 2017 3:05 PM
To: 'Phill Trewyn'
Cc: LaPorte, John
Subject: RE: [EXT]Dr. Florsheim follow-up
Attachments: AA Group Registration Freund.pdf

Phill,

Thank you for the follow-up.

You indicate that Dr. Florsheim began referring Achievement Associates patients to Acacia in mid-2016, in keeping with "common practice" for providers. As I mentioned to you on the phone, Abe Freund registered a business called "Achievement Associates Group, Inc." at 5228 W. Fond du Lac Avenue in September 2016.

In other words, just a few months after Dr. Florsheim began referring patients to Acacia, Freund incorporated a business with the name "Achievement Associates," which lists a principal address at the same location as Acacia.

Is it "common practice" for providers who receive patient referrals from another provider to then register a business name that matches the referring entity?

Can Dr. Florsheim explain why he did this?

Was she aware of it?

Did she agree to it or endorse it?

Thank you,
Bryan

From: Phill Trewyn [<mailto:ptrewyn@muellercommunications.com>]
Sent: Tuesday, November 14, 2017 2:00 PM
To: Polcyn, Bryan
Cc: LaPorte, John
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From: Phill Trewyn <ptrewyn@muellercommunications.com>
Sent: Wednesday, November 15, 2017 4:21 PM
To: Polcyn, Bryan
Cc: LaPorte, John
Subject: Re: [EXT]Dr. Florsheim follow-up

Thanks, Bryan. I need to clarify that it was mid-2016 that Dr. Florsheim first met Mr. Freund. The patient referrals to Acacia were taking place prior to that, starting as early as 2014 and possibly earlier. Again, a common practice and Acacia was one of a number of clinics to which patients were referred.

Regarding the questions you pose, those need to be answered by Mr. Freund or Mr. Friedman. Dr. Florsheim has no information about or access to their business dealings - past or present. I believe Dr. Florsheim has made that clear in prior communications with you, and you said the other day that Neena has done nothing wrong. Given that, our hope is that you take great care in how she is presented in the report, and isn't portrayed as "guilty until proven innocent."

Phill

Also, below is an email that Dr. Florsheim sent to me earlier today that provides a little more detail on the patient referrals and other points. She asked me to forward along to you:

We started referring clients to Acacia long before 2016. We may have started referring clients as early as 2014 (or slightly earlier as front office staff and therapists made referrals on their own as well) when we saw what a fine job they were doing in the inner city and that the quality of care and client services were wonderful.

I first began discussing the possibility of selling my mental health practice in mid 2016. As a part of that process I toured the Acacia facility and met a number of the people there who were, as I had heard terrific. That was the first time in my life that I had met Mr. Freund or spoken to him.

By September I had signed a contract to sell the assets of my mental health practice. While the sale didn't close until later, by the time I first learned in early January 2017 of the government alleging that Acacia overfilled for drug testing services during the period 2011-2014, I had already contractually committed to the sale and I had begun transitioning my mental health practice to the new Achievement Associates entity.

As to why Mr. Freund was the one who incorporated Achievement Associates Group, Inc. is unknown to me when Mr. Friedman is the owner of the new Achievement Associates entity. I cannot answer that. You'd have to ask Mr. Freund and Mr. Friedman.

The fact remains that I have not been involved in any wrongdoing whatsoever as Bryan has admitted openly and, most importantly, the continuity of care remains excellent and ongoing. Clients are very satisfied from what I am hearing from intake staff and clients alike.

I sincerely hope the above answers your inquiry. Finally you show know that friends, family, and clients have seen the shocking Fox 6 teaser as recently as last evening about 9:15 and have been calling me. I saw it myself last night and was frankly horrified. I am in that video and now obviously implicated in some way for absolutely no reason when everyone involved at Fox 6 and Bryan know the truth. I am told it was on Fox 6 previously, as well. I have been as transparent and approachable as I can be unlike the young woman who made implications/accusations and Fox 6 hid her face in the video and protected her; yet I am visible to all.

I am attending two very important board meetings shortly where I will walk in embarrassed and feeling shame as I have been wrongly implicated by Fox 6 and Mr. Polcyn.

Respectfully,
Neena