

STATE OF MICHIGAN
IN THE 6th CIRCUIT COURT
FOR THE COUNTY OF OAKLAND

RSV MEDICAL, PLLC, a Michigan professional
limited liability company,
Plaintiff,

2025 -219400 -CB
Hon. Victoria Valentine

v.

TRANSCEND COMPANY, INC., a Michigan
corporation,
Defendant.

BLOOMFIELD LEGAL, PLC
Catrina Farrugia (P70480)
Attorney for Plaintiff
7 W. Square Lake Rd
Bloomfield Hills, MI 48302
(248) 218-9002
cf@lawinmichigan.com

THE PRIVATE LAW FIRM
Reese Serra (P74482)
Brian D. Harrison (P58513)
Attorneys for Defendant
125 E. Third St, Suite 100
Rochester, MI 48307
(248) 781-4501

**PLAINTIFF'S EMERGENCY MOTION COMPEL COMPLIANCE WITH
PRELIMINARY INJUNCTION AND ORDER AFTER HEARING ON PLAINTIFF'S
MOTION FOR RECEIVER, RESTRAINING ORDER AS TO PHI, AND FOR
TRANSFER OF PHARMACY PORTAL AND/OR FOR AN ORDER TO SHOW CAUSE**

NOW COMES Plaintiff, RSV Medical, PLLC by and through its counsel and for its motion states as follows:

1. On December 10, 2025 this court entered a temporary restraining order which, inter alia, prohibited communications related to anything clinical – for example continuing care – with any Transcend employee.
2. On January 5, 2025, this court entered a Preliminary Injunction largely mirroring the TRO. **(EXHIBIT 1)**.
3. On January 13, 2025, this court entered the *Order After Hearing on Plaintiff's Motion for Receiver, Restraining Order as to PHI, and for Transfer of Pharmacy Portals*. **(EXHIBIT**

- 2). This order was unequivocal that Transcend shall not access Plaintiff's PHI for any reason unless upon Plaintiff's explicit instruction.
4. The January 13, 2026 Order further provided that, " (5) Defendant may send generalized advertisements and solicitations, in accordance with their written policies which have been agreed to by said recipients pursuant to www.transcendcompany.com/legal. The generalized solicitations and advertisements shall not use any of Plaintiff's PHI.
5. On January 16, 2026, **BEFORE**, the joint letter expressly ordered by the court was sent, Defendant's new CEO, Lance Converse, sent a targeted letter to ALL RSV patients with no mention of the ability to stay with RSV and with a direct link to a transfer of care form. **(EXHIBIT 3).**
6. On January 14, 2026, Mr. Converse informed all Transcend employees that, "I know many of you are eager to get back to work and reconnect with our customers. I'm pleased to share that we are on track to begin doing so as early as tomorrow." **(EXHIBIT 4).** Mr. Converse continues with a four step plan on how to interfere with RSV's patient relationships and use RSV's PHI to "explain the situation." Any such communication would violate this Court's January 13, 2026 order since it is not a generalized advertisement. Mr. Converse's letter is unequivocal – "the purpose of this initial contact is to: offer a brief apology for the communication gap..." and basically tell the patients who experienced an issue that Transcend is back on track – this is not a generalized "hey it's our New Year sale" as discussed on the record with Transcend's counsel and subsequently memorialized in the Court's written order.
7. On January 15, 2026, Mr. Converse again emailed Transcend's staff and reiterated his instructions to remember, "Time matters. The faster we reconnect and re-enroll our

customers, the less opportunity for RSV to retain them. We have a meaningful advantage: the manpower and trusted relationships to personally reach out to every customer.” (EXHIBIT 5). Personally reaching out to every customer is NOT permitted under the Court’s January 13, 2026 order or the preliminary injunction. Further, Mr. Converse intentionally and incorrectly instructs Transcend employees that, “*once my letter goes out and clients are able to speak with you directly by phone*, I expect many of their questions and concerns will be resolved quickly.”

8. Mr. Converse begins his letter that instructs employees to violate the court’s order informing employees that such conduct is sanctioned by the Transcend corporate legal team! Such statement is designed to thwart compliance with this Court’s order and to deter employees from obtaining actual legal advice from counsel. The letter concludes with, “*Let’s do our best to contact all customers over the next several days and bring them back where they belong.*”
9. Mr. Converse’s instructions to Transcend employees and authorization for phone calls and other communication to occur during the time a preliminary injunction is in place and while Transcend is to have NO access to ANY of RSV’s PHI is a direct and willful violation of this Court’s orders.
10. Defendant’s counsel was aware that the joint letter had not yet gone out at the time Transcend sent its unilateral correspondence to all RSV patients. (EXHIBIT 6). Defendant’s counsel was further aware that there were serious concerns that Defendant was intending to violate the court’s order once the joint letter was transmitted – and denied that such concern was valid. Plaintiff’s counsel’s assertions that Transcend was intending to violate the order of the court was based on yet another whistle blower message through

Plaintiff's Counsel's website. **(EXHIBIT 7)**. Not surprisingly, the message was true and accurate as to Transcend's intention to willfully violate the order of this court.

11. **Three hours after** Plaintiff's counsel confirmed to Defendant's counsel that the joint letter had not yet been transmitted, Defendant Transcend's CEO sent his unilateral, targeted, and unsanctioned correspondence to all RSV patients.

WHEREFORE, Plaintiff respectfully requests this court:

- A. Enter an order immediately compelling compliance with the prior orders of this court,
- B. Enter an order immediately appointing a HIPAA receiver for Transcend,
- C. Enter an order compelling Transcend to immediately cease all operations and disable **all** email, portal, and other communications with any patient unless and until this matter can be heard.
- D. Enter an order for Defendant and its officers and agents to show Cause, if any they may have for their willful and flagrant violations of this Court's orders.

Respectfully submitted,
BLOOMFIELD LEGAL, PLC

/s/ Catrina Farrugia

Catrina Farrugia (P70840)
7 W. Square Lake Road
Bloomfield Hills, MI 48302
(248) 218-9002

Dated: January 16, 2026

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Reese Serra (P74482)
Brian D. Harrison (P58513)
Attorneys for Defendant
125 E. Third St, Suite 100
Rochester, MI 48307
(248) 781-4501

ORDER FOR PRELIMINARY INJUNCTION

At a session of court held in Oakland County,
Michigan, on 1/5/26.
Present: Judge Victoria A. Valentine
Circuit Court Judge

THIS MATTER having come to the Court's attention upon the cross motions of the parties, the Court having heard testimony and the arguments of counsel and the Court being otherwise fully advised in the premise; The Court also having a hearing with the attorney on 1/5/26 to address any objections.

IT IS HEREBY ORDERED that for the reasons stated on the record:

A preliminary injunction is entered against Transcend Company, Inc., in favor of RSV Medical, PLLC as follows:

1. ACCESS: Defendant Transcend Company, Inc., its officers, agents, employees, and those acting in concert with them (collectively "Defendant"), shall IMMEDIATELY restore Plaintiff's full administrative access and privileges to all software, platforms, and databases containing Plaintiff's patient information, including but not limited to:
 - A. The Salesforce CRM;
 - B. All Electronic Medical Record (EMR) systems;
 - C. All patient portals; and
 - D. All email and communication platforms used to communicate with patients.



and shall provide Plaintiff with the credentials necessary to modify its own password and access to prevent future lockouts, until further order of this court.

A patient as used in this order is defined as any person RSV Medical, Dr. Veyna, and/or his medical staff have treated in any matter including but not limited to any person or individual who has received a medical evaluation, consultation, diagnosis, treatment, prescription, or other professional care services whether directly or through the Physician's practice regardless of the duration or frequency of the treatment relationship, whether the services were provided in person or via telehealth, whether the services were paid for privately or through insurance, and whether the individual is currently under active care.

2. **PROHIBITION ON INTERFERENCE:** Defendant is enjoined and restrained from:
 - A. Locking out, blocking, or restricting Plaintiff's access to patient records or PHI;
 - B. Deleting, altering, hiding, or destroying any patient data, medical records, financial logs, or PHI;
 - C. Communicating with Plaintiff's patients regarding clinical matters, diagnosis, treatment, or prescriptions; and
 - D. Engaging in the unauthorized practice of medicine, including the "Wellness Team" or other non-clinical staff offering medical advice or triaging patient care.

3. **RETURN OF PHI:** Pursuant to the HIPAA Business Associate Agreement ("BAA"), Defendant shall immediately cooperate with Plaintiff to effectuate the secure transfer/export of all PHI and patient data to a system designated by Plaintiff. Defendant shall cease all access to and use of Plaintiff's PHI except as strictly necessary to facilitate this transfer and any other lawful purpose.

4. **CORRESPONDENCE TO PATIENTS:** Transcend shall inform any patient that contacts Transcend that Dr. Veyna can be reached at (833) 548-5664 and *an email to be provided* Transcend shall ensure that RSV Medical has a complete and comprehensive copy of all correspondence sent to any RSV patient from December 4, 2025 forward, and at all times that Transcend is subject to this order. Transcend has an affirmative duty to ensure that Dr. Veyna has all correspondence sent and if correspondence was sent using a method he does not have access to, it shall be provided within 48 hours of this order. Access to correspondence with patients includes but is not limited to:
 - a. communications which may have been sent via text messages to patients by Transcend staff or "wellness professionals,"
 - b. communications which may have been blocked or locked during any period of time in which RSV Medical did not have full access to Transcend systems,
 - c. emails from Transcend and/or its agents or employees/executives,
 - d. any other method of communication used by Transcend and/or its agents or employees/executives to communicate with patients.

5. Counsel for Plaintiff and Counsel for Defendant shall craft, together, a correspondence to send to patients which shall be sent on behalf of RSV Medical, PLLC through its counsel and/or entity of choice once final language is agreed upon.
6. NOTICE: Transcend shall post within its internal communication system a copy of this order and this Order shall remain visible to all employees, management, and staff unless or until further order of this court.
7. NEW PATIENTS: All new patient inquiries and individuals who are not Plaintiff's patients as defined in paragraph 1 herein, are not patients of Plaintiff. Further, clients of Defendant that had no interaction with Plaintiff or his staff are expressly excluded from this Order.
8. SECURITY: Security is waived due to the public interest involved.
9. DURATION: This Order shall remain in full force and effect until further Order of this Court or written agreement of the parties.

IT IS SO ORDERED.



/s/Victoria A. Valentine

1/5/26

CIRCUIT COURT JUDGE

Approved as to form only, notice of entry waived:

/s/ Catrina Farrugia

/s/ Reese Serra with consent

Catrina Farrugia (P70480)
Attorney for Plaintiff

Reese Serra (P74482)
Attorney for Defendant

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(248) 781-4501

**ORDER AFTER HEARING ON PLAINTIFF'S MOTION FOR RECEIVER,
RESTRAINING ORDER AS TO PHI, AND FOR TRANSFER OF PHARMACY
PORTALS**

At a session of court held in Oakland County,
Michigan, on 1/13/2026.

Present: VICTORIA A VALENTINE
Circuit Court Judge

THIS MATTER having come to the Court's attention upon the motions of Plaintiff,
Defendant having filed responses thereto, the Court having heard oral argument of the parties, and
the Court being otherwise advised in the premise;

IT IS HEREBY ORDERED that for the reasons stated on the record:

1. Defendant shall mean Transcend Company, Inc., and its officers, agents, and employees
(collectively "Defendant").
2. Protected Health Information shall mean "*individually identifiable health information*"
held or transmitted by covered entity or its business associate in any form or media, whether



electronic, paper, or oral. The Privacy Rule calls this information "protected health information (PHI)." "Individually identifiable health information" is information, including demographic data, that relates to:

- the individual's past, present or future physical or mental health or condition,
- the provision of health care to the individual, or
- the past, present, or future payment for the provision of health care to the individual,

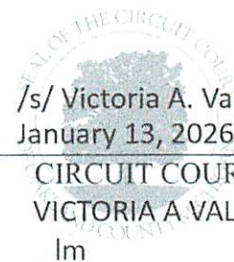
and that identifies the individual or for which there is a reasonable basis to believe it can be used to identify the individual. Individually identifiable health information includes many common identifiers (e.g., name, address, birth date, Social Security Number).

3. Patient shall mean any person Dr. Veyna or RSV staff has treated in any matter including but not limited to any person or individual who has received a medical evaluation, consultation, diagnosis, treatment, prescription, or other professional care services whether directly or through the Physician's practice regardless of the duration or frequency of the treatment relationship, whether the services were provided in person or via telehealth, whether the services were paid for privately or through insurance, and whether the individual is currently under active care.
4. Defendant shall not release, access, or use Plaintiff's patient Protected Health Information (PHI) for any reason or purpose unless authorized by Plaintiff's written instruction.

Consistent with this provision, any request by a patient made directly to Transcend for the access to medical records, including the transfer, copy, or other dissemination to a third party shall be sent directly to RSV Medical to be responded to in compliance with State and Federal law.

5. Defendant may send **generalized advertisements and solicitations**, in accordance with their written policies which have been agreed to by said recipients pursuant to www.transcendcompany.com/legal. The generalized solicitations and advertisements shall not use Plaintiff's PHI.
6. For all pharmacy portals/accounts Defendant shall transfer all RSV patients, specifically the actual existence of a patient in their account or **delete that patient from their account**, such that those patients are available to be placed in RSV's pharmacy portal/account without further action on the part of RSV. If a pharmacy portal/account allows for a patient to be in more than one account, then Transcend shall not access such data without express written authorization from the patient and shall only access said data **after** RSV's written approval, which shall be consistent with State and Federal law.
7. Plaintiff's motion for the appointment of a receiver is held in abeyance for the reasons stated on the record.
8. Defendant shall post within its internal communication system a copy of this order and this Order shall remain visible to all employees, management, and staff unless or until further order of this court.

IT IS SO ORDERED.



 /s/ Victoria A. Valentine
 January 13, 2026

 CIRCUIT COURT JUDGE
 VICTORIA A VALENTINE
 lm

Approved as to form only, notice of entry waived:

/s/ Catrina Farrugia

/s/ Reese Serra with consent

 Catrina Farrugia (P70480)
 Attorney for Plaintiff

 Reese Serra (P74482)
 Attorney for Defendant



Fwd: An Important Update from Transcend

From **[REDACTED]** <katecurthoys@gmail.com>
Date Fri 01/16/2026 11:11 AM
To Catrina Farrugia <cf@lawinmichigan.com>

[REDACTED]
[REDACTED]
[REDACTED]

Begin forwarded message:

From: "Transcend Company Inc." <join@transcendcompany.com>
Date: January 16, 2026 at 11:02:43 AM EST
To: katecurthoys@gmail.com
Subject: An Important Update from Transcend

To view this email as a web page, go [here](#).



Dear **[REDACTED]**,

My name is Lance Converse, and I'm the new CEO of Transcend Company. I'm reaching out personally to provide clarity, reassurance, and an update regarding Transcend.

My background spans more than 40 years in the healthcare industry, including founding and leading five highly successful companies in pharmaceuticals, clinical research, and nutritional supplements. Transparency, accountability, and



patient trust have been core to each of those organizations.

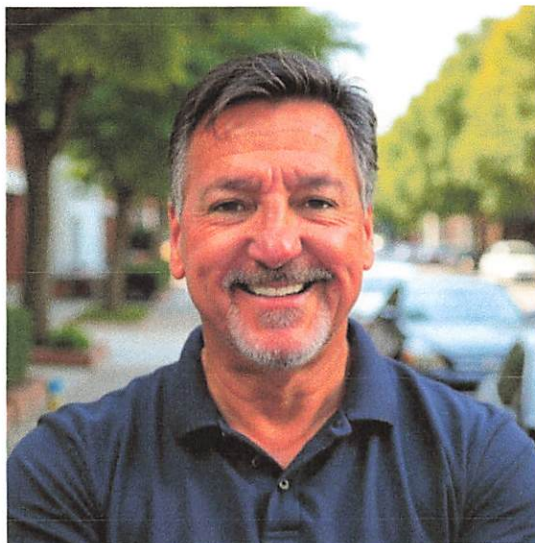
I expect clear, honest communication within Transcend, and that commitment extends to how we communicate with you.

Over the past several weeks, many of you have experienced limited communication with your Wellness Specialists. I want to acknowledge that frustration directly. Due to a temporary legal restriction while Transcend and our old medical provider RSV Medical parted ways, our team was constrained in terms of what and how we could communicate. While this restriction is now behind us, your care, records, and privacy were always protected. We understand how disruptive this felt, and we appreciate your patience.

Looking forward, I'm pleased to share that Transcend has entered into a partnership with my other company, Tonum Health, to strengthen and expand the clinical services, administrative support, and scientific resources available to you. The goal of this partnership is simple: to deliver a more responsive, customized, and research-backed experience as you continue your health journey.

Beginning in January 2026 Transcend customers will receive preferred access to:

- Concierge medical care delivered by a world-class board-certified medical team
- Research-backed supplements for weight management, metabolic optimization, and long-term brain health



In Q2 of 2026 Transcend customers will receive:

- Upgraded patient portal with direct communication with your wellness specialist
- Complete insight into your orders and schedules
- Access to metabolic and nutritional support from registered dietitians

Later in 2026 Transcend customers will receive:

- Access to cognitive support diagnostics and specialists

Through Transcend's new partnership, customers will have access to Tonum Health's products and programs, which are built on more than a decade of research conducted in collaboration with Duke University. Our Scientific Advisory Board includes:

- Daniel Laskowitz, MD – Co-Chair of Neurology, Duke University
- David D’Alessio, MD – Chief of Endocrinology, Duke University
- Jeff Litwin, MD – Former Chief Medical Officer, Nutrisystem
- Bonnie Gasquet, MD – Functional Medicine Physician
- Shawn Wells, MPH, RD – Nutritional supplement science expert

Equally important, we are investing in improved technology, communication, service reliability, and turnaround times so that your experience moving forward is smoother, more transparent, and better supported.

My commitment is to ensure this transition strengthens Transcend and delivers tangible benefits to you. You will see continued improvements in service, technology, and clinical support in the weeks ahead.

Thank you for your trust and for allowing us to support you in your pursuit of better metabolic, cognitive, and overall health.

If you would like to restart with the new Transcend, please click the link below to confirm your interest. Our team will then contact you to review next steps and ensure your transition is smooth and fully supported.

Warm regards,

Lance Converse
 CEO - Transcend Company
 CEO – Tonum Health

Restart Now



This email was sent by: Transcend Company, Inc
 3200 Cross Creek Parkway, Auburn Hills, MI, 48326 US

Privacy Policy

Update Profile Manage Subscriptions Unsubscribe



Welcome Back!

THANK YOU FOR CHOOSING TO WORK WITH TRANSCEND. IN ORDER TO RE-ESTABLISH YOUR ACCOUNT, YOU WILL NEED TO COMPLETE THIS CONTINUITY OF CARE ATTESTATION AND AUTHORIZATION TO RELEASE MEDICAL INFORMATION

Enter your full legal name so your records are accurate and secure.

Your Name *

<input type="text"/>	<input type="text"/>	<input type="text"/>
First name	Middle name	Last name

What's your #1 health goal right now? *

- Weight Loss
- Fitness & Performance
- Hormone Replacement Therapy (TRT)
- Health & Wellness
- Cognitive Function
- Sleep Support
- Sexual Health
- Hair Loss
- Clinical Trials
- Other

Date of Birth *

Email *

Phone Number *

How Should We Contact You?

- Email
- Text
- Phone Call

What is your gender? *

- Male
- Female

What is your permanent address? *

Legal Stuff (Quick but Important)

Continuation of Care

1. Attestation of Continued Care: I acknowledge that I previously received medical services through RSV Medical, LLC. I understand that Transcend has engaged a new independent medical provider group named 1977 MESK PLLC (d/b/a MD-50) to ensure access to licensed clinical professionals.

This attestation confirms my choice to continue as a Transcend client and to receive clinical services through the new provider group, 1977 MESK PLLC (d/b/a MD-50).

2. Authorization to Release Medical Information to the New Provider Group: I hereby authorize RSV Medical, LLC to disclose, release, and provide access to my medical information, including protected health information ("PHI"), to both Transcend and 1977 MESK PLLC (d/b/a MD-50) for the purpose of supporting my medical treatment and care coordination.

This authorization includes, but is not limited to: (a) current and prior medical records and chart notes; (b) medication history, prescriptions, and pharmacy data; (c) laboratory data, reports, and diagnostic information; (d) relevant communications and care coordination records; and (e) any PHI maintained within RSV Medical, LLC's systems or other information that is reasonably necessary for treatment and care coordination.

This disclosure is permitted under HIPAA as a treatment-related disclosure and for healthcare operations (45 C.F.R. § 164.506 and 164.501).

3. Scope and Duration of Authorization This authorization:

- Applies only to disclosures made for treatment, care coordination, and clinical continuity.
- Remains valid until I revoke it in writing.
- Does not authorize Transcend or 1977 MESK PLLC (d/b/a MD-50) to use or disclose my PHI for marketing, sale of PHI, or other purposes unrelated to my treatment.
- Does not transfer ownership of PHI; I retain all rights afforded to me as a patient under HIPAA.

I understand that I may revoke this authorization at any time by submitting a written request to Transcend, except to the extent actions have already been taken in reliance on it.

4. Patient Acknowledgment and Signature: I certify that I am the individual identified above or the legally authorized representative. I have read and understand this authorization. I understand that my continued care with the new provider group requires transfer of my medical information, and I consent to that transfer.

Consent

I have read and agree to the Telehealth Informed Consent, Terms and Conditions, Medical Group's Notice of Privacy Practices, Transcend Privacy Policy, and Consumer Health Data Privacy Policy, which are all available at www.transcendcompany.com/legal. I agree to receive text messages and/or e-mails from Transcend regarding my account, services and promotions. Message and data rates may apply.

By entering your first and last name you acknowledge and agree that this will act as your legally binding electronic signature.

Name *

First Name	Middle Name	Last Name
------------	-------------	-----------

Today's Date * 01-16-2026 

Date

Please verify that you are human *

I am human



Submit

Transcend is a management platform that provides administrative and operational support to independent healthcare providers. Transcend does not provide medical or pharmacy services, employ healthcare providers, or influence clinical decisions. Payment does not guarantee the prescribing or dispensing of medication. The information on this website is for informational purposes only and is not a substitute for professional medical advice, diagnosis, or treatment. Always consult a qualified healthcare provider regarding your health. This site is an advertisement for telehealth services, and all medical decisions, including treatment and prescriptions, are at the sole discretion of the prescribing provider.



HAVE A QUESTION?

client.services@transcendcompany.com

Call (248) 520-5407 to contact a wellness specialist.

Transcend Company Inc
3200 Cross Creek Parkway
Auburn Hills, MI 48326

QUICK LINKS

- [How It Works](#)
- [Why Transcend](#)
- [Ambassadors](#)
- [Join Our Team](#)
- [FAQ](#)
- [Giveaway Rules](#)



SOCIAL MEDIA





Outlook

Lance emailed to transcend employees 2

From Kate Curthoys <kate@renaissancelongevity.com>

Date Thu 01/15/2026 10:35 PM

To Catrina Farrugia <cf@lawinmichigan.com>

From: Lance Converse <LanceC@transcendcompany.com>

Sent: Wednesday, January 14, 2026 4:40 PM

To: Transcend Global <global@transcendcompany.com>

Subject: Resuming Customer Communications & Required Process

Good afternoon everyone,

I know many of you are eager to get back to work and reconnect with our customers. I'm pleased to share that we are on track to begin doing so as early as tomorrow.

At our court appearance on Monday, the judge determined that Transcend has largely fulfilled its obligations and directed RSV Medical to send a joint letter to customers. This letter gives patients the option to continue with either RSV Medical or Transcend. That joint letter is scheduled to be sent today or tomorrow.

This is very positive news. It gives us the green light to resume customer communications, with specific guidelines that we must follow carefully to remain compliant with the court's order. Below is the required sequence and process we will be implementing:

First

A joint letter will be sent from RSV Medical to customers explaining that Transcend and RSV are no longer working together and that Transcend has onboarded a new Medical Services Provider, 1977 MESK PLLC (also known as MD-50).

Second (immediately following the first letter)

Customers will receive a separate letter from me introducing myself, explaining the situation at a high level, and outlining our plans to restructure and strengthen Transcend and how those changes will benefit them directly.

(See attached: *Letter to Customers*)

Third

Our wellness and operations teams will begin outreach to customers. The purpose of this initial contact is to:

- Offer a brief apology for the communication gap
- Let customers know we are now able to speak with them again



We have prepared approved scripts for SMS and email, and it is critical that these scripts are followed exactly. Phone calls allow for slightly more flexibility, but the substance and intent must remain within the spirit of the script.

Most importantly, before discussing specifics or refilling prescriptions, customers must complete an attestation form confirming their choice to continue with Transcend. The form takes approximately 2–3 minutes to complete.

(See attached: *Wellness Scripts*)

Fourth

The marketing team will provide aligned scripts to our affiliates so that all external communications remain consistent and coordinated.

(See attached: *Affiliate Script*)

Once a customer completes the attestation form:

- Their information will be added to Salesforce
- It will be sent to RSV Medical for verification

My understanding is that once the attestation is completed, we may begin substantive conversations and resume providing medical care.

If you have any questions about the process, please reach out to your manager.

I know the past few months have been challenging, and I truly appreciate your professionalism, patience, and commitment during this period. There is still work ahead of us, but we are clearly moving forward, and the path is much brighter than it has been in recent weeks.

I plan to be back in Michigan within the next few weeks and expect to share a more detailed business plan with the team at that time.

Thank you again for your continued support.

Lance Converse

CEO

This email and any attachments are intended only for the named recipient and may contain confidential or legally privileged information. If you are not the intended recipient, you must not read, use, copy, or distribute this message. Please notify the sender immediately and delete it from your system. Email is not a secure form of communication. Do not include protected health information (PHI) or other sensitive data unless encryption or other safeguards are in place. No liability is accepted for unauthorized access or disclosure due to unencrypted transmission.

<Affiliate Script.docx>

<Letter to Transend Customers Final.docx>

<Wellness outbound script.docx>



Lance message to transcend employees for tomorrow

From [redacted] <katecurthoys@gmail.com>
Date Thu 01/15/2026 10:33 PM
To Catrina Farrugia <cf@lawinmichigan.com>

[redacted]
[redacted]

Begin forwarded message:

From: Lance Converse <LanceC@transcendcompany.com>
Sent: Thursday, January 15, 2026 5:13 PM
To: Transcend Global <global@transcendcompany.com>
Subject: We're Cleared to Reconnect with Clients

Hey Everyone,

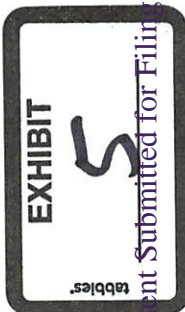
It's official. Our legal team has confirmed that we are now permitted to contact clients and begin bringing them back to Transcend.

We do need to adhere strictly to the approved scripts and FAQs that were distributed, but this is a major milestone in getting the company back to business. Once my letter goes out and clients are able to speak with you directly by phone, I expect many of their questions and concerns will be resolved quickly.

I want to acknowledge how much work went into reaching this point. From IT and Marketing to Operations and the Wellness team, the entire company came together on very short notice. Everyone played a role, and I truly appreciate the effort and support.

Now comes the next critical phase: moving quickly and efficiently to process customers through registration so we can initiate labs and prescriptions. This will require a coordinated outreach effort from our Wellness Coordinators, alongside fast, accurate inbound processing from Operations.

Time matters here. The faster we reconnect with and re-enroll our customers, the less opportunity there is for RSV to retain them. We have a meaningful advantage: the manpower and trusted relationships to personally reach out to every customer. RSV does not have that capability at scale without outsourcing.



Document Submitted for Filing to MI Oakland County 6th Circuit Court.

Let's do our best to contact all customers over the next several days and bring them back where they belong.

Thank you again for your professionalism and resilience through a very challenging month.

Onward and upward,

Lance


This email and any attachments are intended only for the named recipient and may contain confidential or legally privileged information. If you are not the intended recipient, you must not read, use, copy, or distribute this message. Please notify the sender immediately and delete it from your system. Email is not a secure form of communication. Do not include protected health information (PHI) or other sensitive data unless encryption or other safeguards are in place. No liability is accepted for unauthorized access or disclosure due to unencrypted transmission.



Outlook

Re: Draft patient letter final

From Catrina Farrugia <cf@lawinmichigan.com>**Date** Fri 01/16/2026 7:53 AM**To** Reese Serra <reese@thefirm.net>**Cc** information <info@thefirm.net>

 1 attachment (29 KB)
whistleblower 8608231.pdf;

Reese,

You can feign ignorance as though it is not your explicit instruction to your client that they can start communicating as they see fit once RSV's letter is sent and using a transfer of care form to interfere with clinical communication and treatment, but I am not buying it. Thankfully, a whistleblower has reached out (attached) while I was in trial yesterday to make sure the world knows that Transcend and its owners intend to violate the court's order and applicable HIPAA laws today. I am seeking emergency judicial intervention. Your client is not free to communicate with our patients. The court was unequivocal that they can send a generalized email using their website data collection but NO RECORDS of RSV. I have zero doubt that a targeted campaign to my client's patients is in the works today. I suggest you halt their actions immediately and then, as corporate counsel, have a company informational session about what can happen if you, the employee or an officer, violate a court order. This, of course, is only a friendly suggestion. You do you. I will govern myself accordingly.

Catrina

P.S. Have IT send me the data logs for all changes to any patient's status (new, existing, reassigned, etc) and assignment of a provider (whether an initial assignment or modified reassignment) from December 4, 2025, through today. Your client's gamesmanship and manipulation of records is growing trite.





CATRINA FARRUGIA, ESQ.

attorney & counselor at law

-  248.218.9002
-  cf@lawinmichigan.com
-  7 W. Square Lake Rd., Bloomfield Hills, MI 48302
-  www.catrinafarrugiapl.com

Please note that I am out of the country from February 7, 2026 through February 28, 2026. Please do not schedule any in-person hearings during this time. I continue to be available remotely during this time if the matter is an emergency.

From: Reese Serra <reese@thefirm.net>
Sent: Thursday, January 15, 2026 6:27 PM
To: Catrina Farrugia <cf@lawinmichigan.com>
Cc: information <info@thefirm.net>
Subject: Re: Draft patient letter final

What does this even mean?

Why are you not sending the joint letter?

The allegations below, though vague, are patently false.



Reese Serra

Attorney and Founder

The Private Firm

Phone: [248.781.4501](tel:248.781.4501)

Email: reese@thefirm.net

Website: www.thefirm.net

Address: 125 E. 3rd Street Ste. 100 Rochester, MI 48307

PRIVILEGED AND CONFIDENTIAL

On Thu, Jan 15, 2026 at 5:56 PM Catrina Farrugia <cf@lawinmichigan.com> wrote:

Reese,

The letter has not been sent yet and your client's scheme to use tomorrow to violate the preliminary injunction, temporary restraining order, and order from January 12th, will have to wait for another day.

Consistent with Your client's statements from its new principal that they do not care about the terms and requirements and the orders of the Court and will do what they want with regard to contacting the patients and reassigning them to doctors with no bona fide relationship I will be filing another emergency motion tomorrow. Please forgive the typos and chaotic nature of this message. I have been in a trial and out of the office since 6:00 this morning and I wanted to reply to you as soon as possible, which is now by voice to text. .

From: Reese Serra <reese@thefirm.net>
Sent: Thursday, January 15, 2026 1:05 PM
To: Catrina Farrugia <cf@lawinmichigan.com>
Cc: information <info@thefirm.net>
Subject: Re: Draft patient letter final

Catrina,

Has the joint letter been sent?

Sincerely,



Reese Serra

Attorney and Founder

The Private Firm

Phone: [248.781.4501](tel:248.781.4501)

Email: reese@thefirm.net

Website: www.thefirm.net

Address: 125 E. 3rd Street Ste. 100 Rochester, MI 48307

PRIVILEGED AND CONFIDENTIAL

On Wed, Jan 14, 2026 at 7:35 AM Catrina Farrugia <cf@lawinmichigan.com> wrote:
 Sounds like it will be via the Zoho CRM software.

Please note that I am out of the country from February 7, 2026 through February 28, 2026. Please do not schedule any in-person hearings during this time. I continue to be available remotely during this time if the matter is an emergency.

From: Reese Serra, Esq. <reese@thefirm.net>
Sent: Tuesday, January 13, 2026 9:49 AM
To: Catrina Farrugia <cf@lawinmichigan.com>
Cc: information <info@thefirm.net>
Subject: Re: Draft patient letter final

Thank you, we would prefer something like mail chimp or a similar service.

Reese Serra

Attorney and Founder

The Private Firm

Phone:248.781.4501

Email:reese@thefirm.net

Website:www.thefirm.net


Address:125 E. 3rd Street Ste. 100 Rochester,
MI 48307

PRIVILEGED AND CONFIDENTIAL

On Jan 13, 2026, at 9:46 AM, Catrina Farrugia <cf@lawinmichigan.com> wrote:

Hi Reese,

Yes, of course those minor edits are not a problem. I am waiting on my client to tell me the method it will go out. I should have that information today.

 Outlook-w1uakikq.png

Please note that I am out of the country from February 7, 2026 through February 28, 2026. Please do not schedule any in-person hearings during this time. I continue to be available remotely during this time if the matter is an emergency.

From: Reese Serra <reese@thefirm.net>
Sent: Monday, January 12, 2026 4:55 PM
To: Catrina Farrugia <cf@lawinmichigan.com>
Cc: information <info@thefirm.net>
Subject: Re: Draft patient letter final

Catrina,

Please see attached. I made a few minor edits to the email for Transcend and bolding of Dr. Kurip's name.

If this is approved, can you please provide a timeline for when this will be sent and how it will be sent?

Sincerely,

Reese Serra

Attorney and Founder

The Private Firm

Phone: 248.781.4501

Email: reese@thefirm.net

Website: www.thefirm.net

Address: 125 E. 3rd Street Ste. 100

Rochester, MI 48307

PRIVILEGED AND CONFIDENTIAL

On Jan 12, 2026, at 1:53 PM, Catrina Farrugia <cf@lawinmichigan.com> wrote:

Reese,

Attached is the draft final letter in Word and PDF. Please let me know if you have any questions or concerns. Feel free to have your client chime in on distribution methods for RSV.

Thank you,
Catrina


<Business Email Signature.png>

<joint letter final draft.pdf><joint letter final draft.docx>



Formly: new response for Online Inquiry

From Formly <noreply@email.getformly.com>
Date Thu 01/15/2026 4:45 PM
To Catrina Farrugia <cf@lawinmichigan.com>

 1 attachment (38 KB)
860823.pdf;

Your Online Inquiry has a new response. Response PDF attached.

Login to your account to view or download your responses.

Many Thanks.

Formly Team



Date: 15 Jan, 2026 21:45 (UTC)

1. Your full name

Jane Margaret Doe

Transcend Employee

2. Opposing Party's full name

if there is no opposing party, type None.

Transcend Company v. RSV

3. Your email.

myname@email.com

[REDACTED]

4. Your phone number.

[REDACTED]

5. What is your question or matter about?

Provide us details of your question or issue so we can be better prepared for a consultation call.

I'm writing to say that tomorrow, Lance Converse, the new CEO of Transcend Company, will be sending targeted marketing letters to all patients including RSV's. He, Ernest Colling, and Jennifer Colling are telling all employees that we are free to contact all of Dr. V's patients once Dr. V's letter is released. In this letter, they are directing patients to click a link that takes them to a transfer of care attestation form.

Also, there are multiple patients who had labs ordered by RSV that are being reassigned to us as "new patients". We've been told by managers that ordering labs for a patient counts as establishing a physician-patient relationship, but we are being given patients from the new medical provider that had labs ordered by Dr. V.

6. Consent to receive text messages.

Do you agree to receive text messages regarding your inquiry? We may send a text to confirm your appointment or provide you other information about your matter.

No

Thank you. Your information was
submitted successfully.

If you do not receive a call, email, or text from us in 24 hours, please call (248)
218-9002