



NATIONAL MEDICAL CENTER AND
BECKMAN RESEARCH INSTITUTE

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Jeff Gould
Action Media Productions

Phyllis Burch
Administrative Director
City of Hope Radiation Oncology

Dear Jeff,

How can I start to express our sincere gratitude for all the work you did on our Patient Education DVD project, making it a huge success. The countless emails and endless hours that you devoted truly showed in the finished product. As I could rely on your expertise and fine eye for detail to not accept anything but perfection and that's the product you delivered. Your creativity in designing the ideal lighting environments and the customized animation truly showcased our department and highlighted our advance technology.

The entire education package has been so well received by our patients and staff; it's a shame that we had not provided this level of customer service in the past. The patient's are now so much more informed and they can feel a greater degree of confidence in their treatment selection.

I also appreciate the great effort that you made in taking some stressful filming situation and making them all worthwhile. Thanks for making our production a true work of art.

Thanks—

Phyllis Burch

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A National Cancer Institute-designated Comprehensive Cancer Center