



Browns Mills, NJ 08015-1799
609/893-6611

Jeffrey S. Gould
Action Media Productions

October 17, 2006

This document is to serve as a professional reference for Jeffrey Gould of Action Media Productions. I have worked with him since 1998 on numerous projects while employed at Community Medical Center an Affiliate of the Saint Barnabas Health Care System. Jeff is very professional in that he adheres to time commitments, involves the client with decisions which ensure a customized product, and offers creative ideas that differ from one project to the next.

I contracted Jeffrey to create CMC Health Line, a patient education channel for our patients. We produced 24 hours of programming with documentaries; staff, patient, and physician testimonials, montages of employees happy at work, and CMC service related commercials.

CMC Health Line was so well produced that we were busy for the next several years producing films. The programs included the following: Guided Imagery a Journey to Tranquility, Partners in Safety: Falls Prevention (Communicator Award), Restraint Reduction Initiatives (Telly Award), Community's Culture (Jersey Shore Public relations Award), Oncology Care Givers Guide, Retention and Recruitment Marketing Initiative, and Special Diet Care for Cardiac Patients. He had shot footage from planes and traveled to a variety of venues to capture the perfect shot. He has been a resource for my SBHCS colleagues and me for innovative project ideas. Now that I am employed at Deborah Heart and Lung Center, he has continued to be accessible and an industry resource.

Jeff Gould is remarkable with an exceptional production product that has served Community Medical Center well with patient education, patient safety, patient satisfaction, employee education, and retention and recruitment efforts. It is with great respect and admiration that I recommend Jeff Gould and Action Media Production as your choice to launch your corporation's next initiative.

Sincerely,

A handwritten signature in black ink that reads "Laura Gebers".

Laura Gebers, BSN, RN, BC
Patient Care Services
Programs and Health education Coordinator
Deborah Heart and Lung Center
gebersl@deborah.org