

Janet Richardson-Barce
Integration Manager
Care Collaborative
A Patient Safety Organization and Accountable Care Organization

Hayley Unke-Moore
Associate Director of Purchasing
University of Kansas Medical Center

Dear Hayley,

I'm delighted to recommend KJO Media to create your collection of videos describing the University of Kansas Medical Center's departments and units for its website viewers. Having been a client for 10 years on behalf of two category-leading brands, Quest Diagnostics Health & Wellness, and currently The University of Kansas Health System, I have partnered with KJO Media on many projects that include creating videos, websites, public reporting required by government agencies, consumer brochures, and patient education materials. The reasons I keep coming back to KJO are simple. KJO is a superior collaborator that reliably delivers high quality solutions, addressing the organization's needs on schedule and on budget, with excellence.

KJO has helped me to establish, convey and evolve stories that distinguish these brands' unique value in meeting the needs of the audiences they serve. Over the years I have worked with many agencies and found the value KJO provides is rare. Whether the need is reporting detailed organizational and clinical data points prescribed by the Centers for Medicare and Medicaid to the public on a website effectively and accurately, promoting employee engagement and pride in an energetic, client-centric culture, or persuading aging Kansans with multiple chronic conditions to trust a personal health coach to help them improve their quality of life, I trust KJO to tell the story, to convey the message, and to distinguish the solution that will prompt action because they have repeatedly proven their ability to do so successfully.

Working with KJO is easy and gives me a sense of confidence that projects are moving and well in-hand. KJO has produced highly effective videos within restrictive budgets and on expedited timelines that viewers would never imagine based on the quality of the work they experience. The team is equally comfortable providing and accepting guidance, they always keep me apprised of their progress, and seek appropriate input to ensure their work reflects the best possible solution the first time. KJO's outcomes have earned my respect, my openness to their ideas, my loyalty, and my referral.

It is a pleasure to share one excellent partner with another Hayley, and I hope you, on behalf of the KUMC, will give KJO the opportunity to experience the same high-level of satisfaction in their work that I have.

Respectfully,



Janet Richardson-Barce