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To Whom It May Concern:

I am writing this letter on behalf of Jerry McCorkle. I have had the opportunity to work closely with Jerry over the last year in his capacity as Director of Instructional Design for Planet Productions, Inc. I have been very pleased with the work he has done in that time, as you will see below.

I am an Assistant Professor of Medicine at Oregon Health & Science University in Portland, OR. In early 2006 I received a grant to develop a web-based curriculum for internal medicine residents (trainees) about pharmaceutical marketing techniques, evidence-based medicine and the Food and Drug Administration. We hired Planet Productions, Inc for their "e-learning" expertise to create our web curriculum.

Since that time I have had the opportunity to work closely with Jerry. I met with Jerry multiple times a week during the design phase and have communicated regularly with him during the development phase of our curriculum as well. During this entire process I have been pleased with his excellent communication skills, approachability and efficiency.

In addition, Jerry has been instrumental in both the creative and educational design aspects of this curriculum. While I expected to be impressed by the creative expertise that Planet could deliver (having seen their work before), I was unexpectedly impressed by the degree of content expertise that Jerry was able to master. His knowledge of the content, coupled with his knowledge of adult learning theory and "e-learning" (as opposed to other teaching platforms) has made for a lively and rich curriculum. We have been very pleased with the results thus far.

Please feel free to contact me if I may provide additional information.

Sincerely

Stephanie AC Halvorson, MD
Assistant Professor of Medicine
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