



LOS ALAMOS
MEDICAL CENTER

3917 West Rd., Los Alamos, NM 87544

Mr. Lyle Dean
C/o To Your Health
P.O. Box 797
Northbrook, Illinois 60065

October 22, 2010

Dear Lyle,

I'm writing to tell you how pleased I am with the "To Your Health" features, and pass along a recent comment from Scott Flury, General Manager at KZRM-FM in Chama, New Mexico, where he hosts the Rocky Mountain Morning Show.

Now you should know that Los Alamos Medical Center was one of their inaugural sponsors when they went on the air 11 years ago, and the first station to air "To Your Health" in northern New Mexico. Scott received a call from a man who heard a recent episode and realized he had the symptoms of what you were describing. He took himself to a hospital where doctors told him his situation was life-threatening, and took immediate steps to address his problem. When they asked him what led him to seek treatment, he told them it was because of a "To Your Health" feature on KZRM!

As you know we expanded your program to KTAO-FM in Taos, New Mexico in 2010, where it has become very popular; and I plan to introduce "To Your Health" to the Santa Fe and Los Alamos markets in 2011.

Needless to say, I'm extremely satisfied with the program. Your content is timely, well-researched, and extremely informative. As you know, women are the "Chief Purchasing Officers" for healthcare in most families; so the fact that your message resonated with a man is especially gratifying.

Please keep up your fine work, and invite any of your potential clients to contact me directly if they like. Keep touching others.

Regards,

Mark Karaffa, Director
Business Development & Physician Recruitment
Los Alamos Medical Center
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