



1984

Dear Dr. Goodman,

I just wanted to express my gratitude on the seminar you gave to our team members last month. When I first invited them to the seminar I heard the usual rumbling about having to stay late and questioning what the benefit would be to them. The next morning was a completely different story.

Everyone came to work excited and ready to start their day on a positive note. They practiced with each other the new "welcoming phrase", and because they had created it, they felt like they owned it. It is something that they believe in and follow with each and every call they answer.

You know the nature of the work we do. We receive calls from our patients looking to schedule tests that are uncertain and scary. Upon calling our number and hearing a positive and pleasant voice they immediately are relieved of some of their concerns. We have had a very positive response from everyone involved. Even the most difficult patients are now taken care of feeling better with the outcome and with the positive and compassionate manner in which they were helped.

Once again, it is always a pleasure having you work with our Team members. We look forward to your next seminar in the near future.

Sincerely,

A handwritten signature in cursive script that reads "Barbara Marks".

Barbara Marks  
Administrator

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