



Department of Pediatrics

Pediatric Pulmonary and Sleep Medicine

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August 25, 2014

Dear Sherrise,

I wanted to let you know about the excitement that I have with your product, Pagedip. As a physician and educator, I see tremendous promise in this product. The ability to have an educational tool that I can easily distribute to my patients at the time of their visits, is a tremendous asset to my practice. In this digital age, it is becoming more important to provide patient educational materials that will be easily accessible to my patients, be educational, and in a format that they will have it with them when they need it. I have long been unhappy with the distribution of printed material as a form of patient education, as I suspect that the material is looked at once, if at all, and then discarded or lost. Most often, when the material is needed at a later date, my patients cannot find the handout. The ability to have an electronic version that they can store on their phone or tablet is an exciting advance. Furthermore, the ability to have various levels of information stored beneath the binks has tremendous potential for providing a simple document that can reveal more information, in the form of figures and video, by selecting the binks.

As an educator, I think the creation of lecture materials that contain binks is a tremendous advance over the current system that we utilize by converting our lecture notes to pdfs. The interactive nature of the binks will reinforce the knowledge that is being related to the learners in an active manner and will result in better retention of that knowledge. In addition, I am looking forward to working with you to develop texts and other educational material that can utilize the binks. The ability to track what learners have reviewed prior to an educational session will allow me to know what will be review and what will be new materials for my learners. I am also excited by the possibility of varying how much of the content is revealed up front and what is presented as binks, as this will allow the generation of a single document for a topic that can be customized to the level of the learner. I believe that this will be transformative in the approach to education and educational materials.

I look forward to continuing to work with you in pursuing my goals of improved education for both my patients and students.

Sincerely,

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