

November 5, 2020

Please accept this letter of recommendation for Rick Rambaldo and R Brilliant Media.

Arnot Health, a three-hospital healthcare system based in Elmira, NY, has engaged R Brilliant Media for the past year-plus. We have benefitted greatly from Rick's expertise, responsiveness, and advocacy for Arnot Health in his negotiations with our previous media vendors and efforts to establish new relationships with others to help leverage our brand within our budget parameters.

The key word here is "relationships." Rick approaches our local media outlets with respect, integrity and – always – Arnot Health's interests in mind. As a not-for-profit health system in a highly competitive environment, having R Brilliant put our very finite media dollars to our best advantage has helped us gain more quantitative and qualitative exposure in our market.

Rick and the team at R Brilliant worked with us to familiarize themselves with our marketing challenges and objectives and assess our competitors' comparative media spend in the area. They thoroughly reviewed all historical marketing plans and have made very useful suggestions and adjustments to our planning and budget management process.

In addition, R Brilliant is currently working with us to build a new website for Arnot Health, with an eye toward service line "sales" optimization and conversions. The new site will also create a more navigationally intuitive, consumer friendly web presence that utilizes responsive technology to take advantage of the growing migration to non-desktop devices for search and commerce.

Rick personally visits our market every two months, meeting with my team and our media vendors and internal marketing customers throughout the weeklong visits. This allows the development of personal relationships and ensures that R Brilliant keeps on top of all market conditions.

Please reach out if you have any questions. I am available by phone at (607) 795-8105 or e-mail: kroberts@arnothealth.org.

Sincerely,



Kenneth J. Roberts

System Director, Marketing, Communications & Community Relations