

To Whom It May Concern:

This letter is my personal recommendation for Shawn Lein. Shawn and I worked together for several years. I found him to be consistently professional and dedicated to his craft. Shawn is an artist. His passion to create that which is both functional and aesthetically pleasing makes him a respected and valued individual.

Shawn and I worked together setting strategic design goals for our web product. I thought I understood what it took to provide access to health information until Shawn taught me that, "each component within the site is also a part of the whole, contributing to and functioning with all other components." This changed my whole concept of how a website should be designed and how we needed to respect the user's needs to be successful.

Shawn was the one person in product development that advocated for our user. He was the one person who drove the strategic objective that the site design is intended to help our users find information without searching for it.

As an example of Shawn's skill and vision, WorldDoc was one of the first consumer health informatics websites to be certified by the National Council for Quality Assurance (NCQA). Much of the quality standards used for this certification was based on the user's ability to efficiently and effectively access health information. WorldDoc received a perfect rating score from NCQA because Shawn's site design was (quotes from NCQA's final summation) "User friendly and intuitive", "Well organized", with "Helpful navigation."

To sum up Shawn's design philosophy, he taught me that "Information is NOT Power. Knowing what to do with information... THAT'S Power."

Shawn is a thoughtful, compassionate person who actually cares about those around him. Shawn and I worked together, but it is an honor to call him my friend. I highly recommend Shawn as an artist, contributor, visionary. He would be of great value to your organization.

Sincerely,

Joe Fazio, RPh, MHA  
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