

MATTHEW H. LIANG, MD, MPH
*Professor of Medicine
Harvard Medical School*

*Professor of Health Policy and Management
Harvard School of Public Health*



Department of Medicine
Division of Rheumatology and Immunology
Division of General Medicine and Primary Care

*Director, Robert B. Brigham Multipurpose
Arthritis and Musculoskeletal Diseases Center*

Medical Director, Rehabilitation Services

October 4, 1999

Mr. Bill Ross
Screaming with Pleasure Productions
9 McKinley Ave
Easthampton, MA 01027

Dear Bill:

I hope you will keep this in your treasure chest for future reference and as evidence of a most wonderful project and collaboration. You were part of a major research project to evaluate whether persuasive communication by your group could effect Lyme prevention behaviors and reduce the incidence of Lyme disease. During three and half years you participated in every level of our project including conceptualization of the intervention, working with the scientists and clinicians of our group, developing a unique entertaining show for the Nantucket Ferry ride. You then conducted the performances tirelessly, creatively and in my view, always evolving to new heights. This was a massive undertaking in which nearly 40,000 individuals participated in the clinical trial and half of them witnessed your show. Even though the scientific results are not in, we have had uniform praise from the Steamship Authority, participants and their families and other officials regarding the tremendous value of your work.

On a personal note, we've had many partners in field-based research but I can't remember a person with more intelligence, good humor, creativity, dedication, and persistence. We will greatly appreciate your enormous contributions to the project and your dedication to "going on with a show" despite barriers that inevitably occur during a three year long project. We wish you the best and hope that we can collaborate again. It didn't get any better than this.

Sincerely,

A handwritten signature in black ink, appearing to read "M. Liang".

Matthew H. Liang, MD, MPH