

November 8, 2018

Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.
P.O. Box 927
Madison, CT 06443

Administration
655 W. 8th St.
Jacksonville, FL 32209
Phone: 904.244.4000
Fax: 904.244.4027
UFHealthJax.org

Dear Ms. Smith:

I am writing to acknowledge receipt of your letter dated October 22, 2018. Thank you for bringing the matter to my attention, and my organization will look into the issues your letter has raised.

Please be advised that I represent Shands Jacksonville Medical Center, Inc., which does business as UF Health Jacksonville. I do not represent the University of Florida as referenced in your letter. I am, however, forwarding a copy of your letter to counsel for the University of Florida and certain other organizations that collaborate as UF Health.

Sincerely,


Jon DeBardleben
Vice President & Senior Counsel

JD/mc