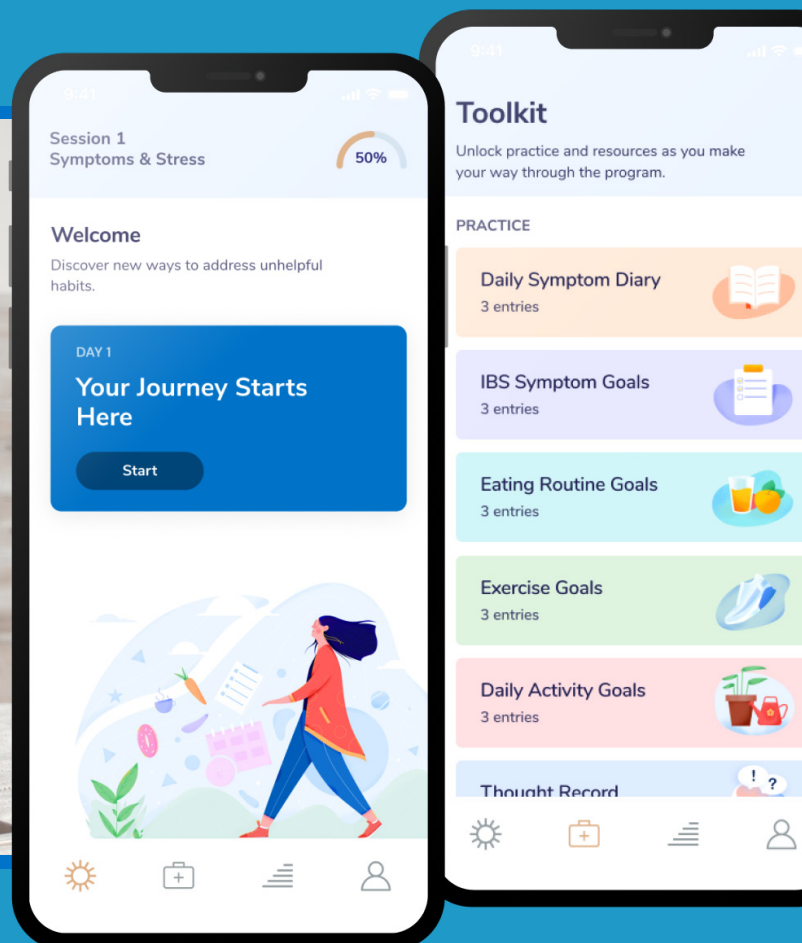


## CASE STUDY: MAHANA THERAPEUTICS

# Getting Doctors to Prescribe a FDA Cleared App for IBS Symptom Relief



### CLIENT INFO

**Customer:** Soren Mills - Chief Marketing Officer

**Company:** Mahana Therapeutics

**Industry:** Digital Therapeutics

**Author:** Jen Gordon

**Publish Date:** January 10, 2022

### DELIVERABLES

Persona Definition

User Experience

User Journey

Conversion Optimization

Visual Design



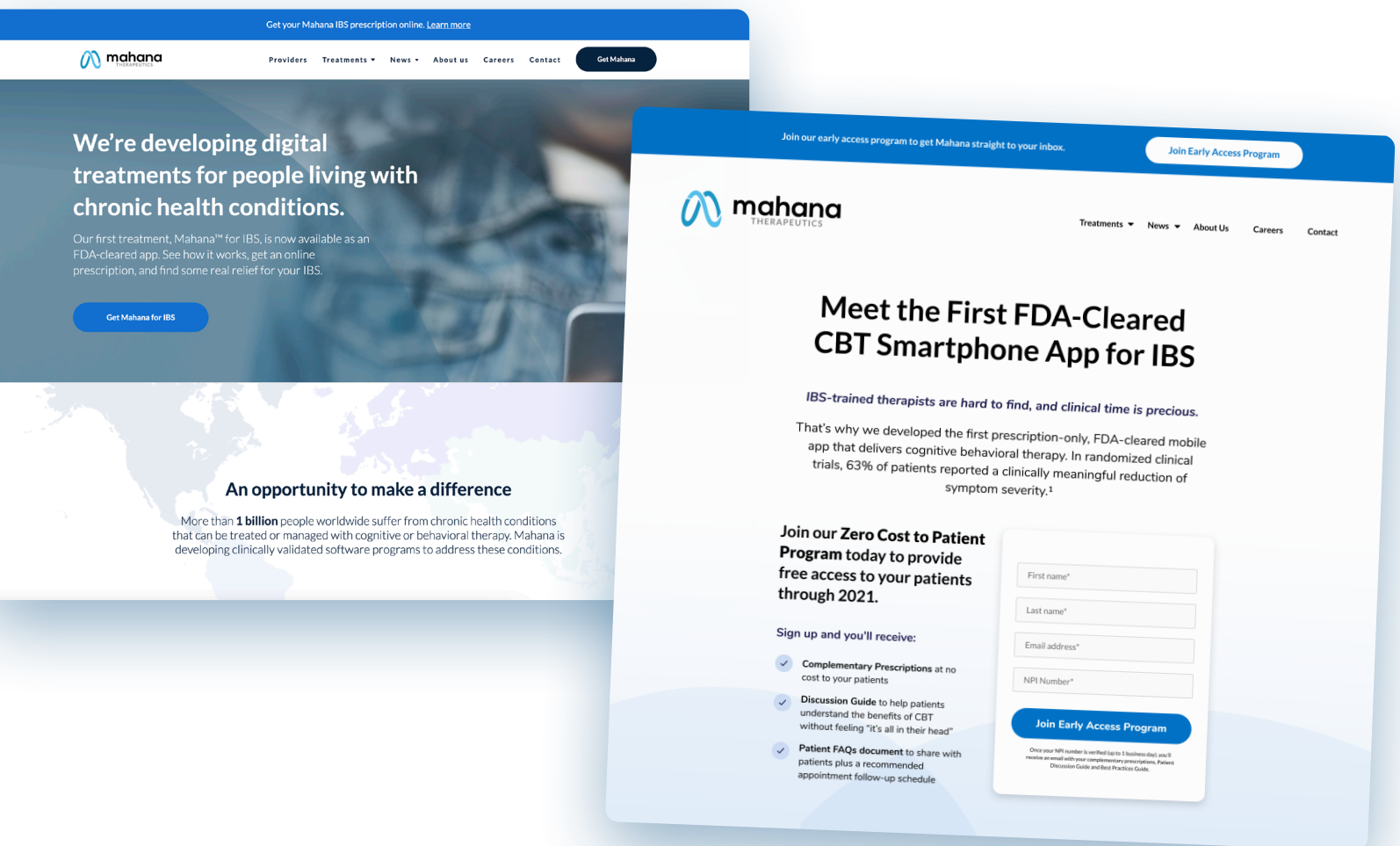
Jen Gordon Studios is a customer experience, user journey and conversion optimization consultancy led by designer and strategist Jen Gordon.

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1700 Northside Drive, Suite A7 PMB 1855  
Atlanta, Georgia 30318  
jen@jengordon.com

## THE CHALLENGE

# How do we quickly educate busy physicians on the benefits of digital therapeutics for IBS symptoms?

After going through clinical trials that led to FDA clearing, Mahana knew the benefits of meditation and relaxation techniques reduced IBS symptomology. The real delimma lie in educating gastroenterologists and general practitioners on its value and moving beyond prescribing a pill.



Overview

Mahana IBS is a Prescription Digital Therapeutic (PDT) mobile application designed to deliver Cognitive Behavioral Therapy (CBT) to patients with Irritable Bowel Syndrome (IBS). Scientific research has revealed that there are complex communication loops between the central nervous system (the brain and spinal cord) and enteric nervous system (the gut or ‘second brain’). CBT allows you to influence the communication in order to reduce the severity of IBS.

Only licensed healthcare providers can prescribe the Mahana IBS mobile application. Mahana IBS is available by prescription only for adults, aged 22 years of age and older, with IBS. Mahana IBS is intended to be used together with other IBS treatments, and is accessible via mobile phone or tablet.

Discovery + Industry Research

Discovery and industry research for this project included a competitive analysis and reviewing the inventory of existing content Mahana provided to fill in knowledge gaps:

- Clinical trial documentation
- Studies on gut-brain axis
- Studies on the impact of psychological & neurological factors on the gut-brain axis
- Studies on the role of microbiome
- Documentation of the types and efficacy of existing therapies

I was the team lead on this project and worked with the client team of 5, one researcher/ copywriter and a project manager.

Mahana was not first to market with an IBS digital therapeutic, so there were many solutions to research and much existing consumer dialogue and feedback to collect and consider when learning about the competitive landscape.

Mahana - Competitive Analysis						
File Edit View Insert Format Data Tools Extensions Help						
100% \$ % .0 .00 123 Default (Ca... 11 B I S A						
L5						
	A	B	C	D	E	F
1	Name	Hook	Primary Marketing Promise	Delivery Mechanism	What have they tried?	Unique Selling Proposition
2	Nerva	89% of Nerva users report improved gut symptoms by the end of the program	A safe, drug & diet-free way to manage your IBS	Gut directed hypnotherapy	Traditional gastroenterologist prescriptions	Nerva is a smart self-management tool for IBS designed by a world-leading IBS researcher.
3	Parsley Health	Personalized, doctor-led care designed to heal from the inside out—online or in-person.	Better health starts here.	Personalized health plan	Diet changes	resolve the conditions of more than 80% of our members—with 31% fewer prescription drugs
General Marketing Claims		Proof Points	What gives them hope?		Benefit Statements	Price & Terms
Science-backed IBS relief, Diet & drug free		Testimonials, gut/brain connection, gut directed hypnotherapy studies, citations from NYT and WSJ	science-backed gut-directed hypnotherapy		Clinically-backed relief, Daily audio sessions, Flare-up tool kit Discover helpful and calming flare-up exercises, Listen anytime and anywhere, Real person support	\$149 for 12 months
Major healing for your microbiome		Microbiome testing, in depth analysis, testimonials	Let's get to know each other. Learn about our whole-body approach to medicine, why we're different from		Advanced testing, Member-first care, Whole body approach	\$1850/yr

## Mahana Goals

Mahana's overarching goal was to get providers to prescribe the Mahana app to patients suffering from IBS symptoms, supplementing other modalities of healing such as pharmaceuticals and diet changes.

## Mahana Challenges

To achieve their goal of signing up new providers (most of whom have never heard of Mahana), they needed to address the following questions:

### Persona Definition

- How much do doctors already understand about digital therapeutics and are they already bought in on the efficacy?
- How do we get providers motivated to learn about a new modality of healing that is not a pharmaceutical?
- What kinds of doctors or practitioners are most likely to prescribe? GP's, Gastroenterologists, Physician Assistants?

- How do we educate providers on how to speak with patients in a supportive tone, avoiding a "it's all in your head" narrative?
- What are providers biggest headaches in treating patients with IBS? Can Mahana address any of these pain points?

### Content & Conversion Strategies

- What's a low-lift call to action providers are willing to engage?
- What are potential offers that create scarcity or urgency to participate in the program?
- What knowledge gaps need to be addressed and in what order/priority?

### Media Types & User Journey

- What are the media touchpoints along the user journey and how do they move providers into Mahana's sales funnel?
- How do we test messaging and make optimizations across all channels (print & digital advertising, LPs, email followups)

## My Responsibilities

### GENERAL

Customer Interviews

Discovery + Industry Research

Competitive Analysis

### PERSONA DEVELOPMENT

Provider Types Analysis

Inventory Provider Motivations

Catalogue Audience Objections & Needs

### USER JOURNEY

Funnel Definition + Strategy

Media Touchpoints

### CONVERSION OPTIMIZATION

Content Strategy & Copywriting

Call to Action Strategy

Wireframes

### VISUAL DESIGN

Landing Page Design

PDF Provider Handout





## Meet the First FDA-Cleared CBT Smartphone App for IBS

*IBS-trained therapists are hard to find, and clinical time is precious.*

That's why we developed the first prescription-only, FDA-cleared mobile app that delivers cognitive behavioral therapy. In randomized clinical trials, 63% of patients reported a clinically meaningful reduction of symptom severity.<sup>1</sup>

**Join our Zero Cost to Patient Program today to provide free access to your patients through 2021.**

Sign up and you'll receive:

- ✓ **Complementary Prescriptions** at no cost to your patients
- ✓ **Discussion Guide** to help patients understand the benefits of CBT without feeling "it's all in their head"
- ✓ **Patient FAQs document** to share with patients plus a recommended appointment follow-up schedule

First name\*

Last name\*

Email address\*

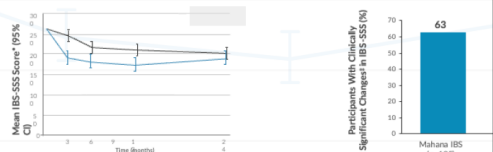
NPI Number\*

Join Early Access Program

Once your NPI number is verified (up to 1 business day), you'll receive an email with your complementary prescriptions, Patient Discussion Guide and Best Practices Guide.

## FDA-Cleared, Clinically Validated and No Side Effects

The efficacy and safety of Mahana IBS was demonstrated in the ACTIB trial of 558 adult patients with refractory IBS. **Mahana helped nearly 2 in 3 people in clinical trials.<sup>2</sup>**



- ✓ Mahana IBS was approved as a class II device by the FDA<sup>3</sup>
- ✓ Patients showed clinically significant improvement in WSAS with Mahana IBS compared to those with TAU
- ✓ CBT allows patients to influence brain-gut communication in order to reduce the severity of IBS
- ✓ 63% of patients reported a meaningful reduction in IBS at the end of treatment

See the Full Clinical Trial Report

## Mahana for IBS Advisors

We're working with leaders in gastroenterology to ensure patient and provider have the tools they need for IBS treatment.

Join Early Access Program



## Meet the First FDA-Cleared CBT Smartphone App for IBS

**Join our Zero Cost to Patient Program today to provide free access to your patients through 2021.**

First name\*

Last name\*

Email address\*

NPI Number\*

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Once your NPI number is verified (up to 1 business day), you'll receive an email with your complementary prescriptions, Patient Discussion Guide and Best Practices Guide.



# Persona Development



## Challenges

- ! How do we prioritize and determine which providers to target first?
- ! How do we get providers to talk candidly about their frustrations in treating IBS patients?
- ! What are providers willing to commit to when it comes to learning a new healing modality for treatment?
- ! How do we make it easy for providers to get started with the program?

In this document I collected interview data that helped inform the personas targeted for the initial campaign.

Section Title	Hypotheses
Hero: What it is & to Expect	No one is going to understand how to write it
	Providers want to know what to expect
	Providers don't understand approval pathway - meaning how Mahana got to be FDA approved
Safety & Effectiveness	Providers aren't familiar with CBT for IBS
	Providers aren't even sure what digital therapy is
	Safety and efficacy
Providers (roll in with roller coaster)	Providers are skeptical that patients will use the app
Roller Coaster	Providers will prescribe CBT sooner if we tell them how to talk about it
	Providers are afraid to prescribe CBT bc it makes it sound like "it's in your head"
	Providers get excited about CBT bc it's NEW in the market
Roller Coaster	Providers don't have a clear journey



Created with Google Sheets

Comments?		
How to write it - Jen		
Clinical trial - talk about WHY they decided to go for FDA approval. how big ws the trial, was it statistically significant, how big was the trial - is that an big/small number?		don't the F
they know it's effective, they know bare bones, but not in depth. GI's refer out, GP's know nothing	Demographic	GI ha pract socia male are li of inc unde empa IBS.
important to have this in a format where they can read more about CBT if they don't know		
FAQs at bottom?		
these are the things that sell. getting safe drugs has been a challenge		
they'll be skeptical of how much time and what THEY need to do		
we make it easy. empathizing with doctor, empathizing with patients. we know your patients are frustrated with treating IBS, many have already tried other therapies with limited or no success. mahana enables you to empower your patients with an app that empowers them to help. easy win for your motivated patients. this is the treatment for patients who are frustrated with trying other things. it helps them keep track of their progress. or for patients who are hesitant to try pharmaceutical intervention.		
no risk on your end. we make it easy for you to prescribe and explain to patients how to use it.		
app gives patient the power to heal themselves, all you need to do is schedule maintenance follow ups every 30 days.		
they're afraid they'll alienate their patient by saying this		
the ibs community is lucky they get to be on the leading edge. it's the "missing link"		
Every patient is different and requires different treatment		
One of the last people who really care deeply about patients.		

## Process

- 1 Analysis of existing presentation materials for doctors
- 2 Discovery and interviews with Mahana's internal team of cultants with industry related experience
- 3 Interviews with practicing gastroenterologists to hear first hand accounts and frustrations of treating IBS patients (especially those with ongoing, long term symptoms)

## Deliverables & Recommendations

### DELIVERABLES

Persona Prioritization

Provider Vocabulary

List of FDA-approved Language

Definition of Provider Motivations

Call to Action Hypotheses

### RECOMMENDATIONS

For the initial provider marketing materials, it's recommended that we appeal to providers desire for more profitable tasks (surgeries, procedures). Seeing IBS patients is a low-revenue generating aspect of their practice, and they're motivated by any tool that will allow them to address these patients quickly.

They do care about these patients getting effective care, but their billing rates for this type of work often make it a low priority.

# User Journey & Conversion Optimization



## Challenges

- ! How do we present an offer that providers feel is a low enough lift to take action?
- ! How do we drive enough curiosity get visitors to the next step in the funnel?
- ! What do visitors need to know before they'll be willing to take action?

## Empower Patients

Good therapists with IBS specific training are hard to find. Give patients the only FDA-cleared digital therapy shown in clinical trials to reduce symptoms.



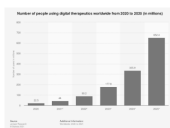
Modules available to patients in the full prescription version of Mahana for IBS.

## Digital Health Tool Adoption Rate is Growing

Patients have more information at their fingertips than ever before. That's why it's imperative for physicians to anticipate and understand consumer health trends.

In 2021, the number of people using digital therapeutics is expected to reach 44 million worldwide. Almost double the number of users in 2020.<sup>1</sup>

About 35 to 40 digital therapeutics have been approved by the FDA in the last 5 years.<sup>2</sup>



A personalized program that is available to use anytime, anywhere.



## We Make Explaining Digital IBS Therapy Easy

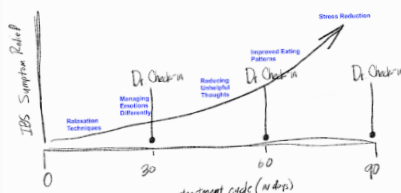
Explaining to patients the benefits of using Mahana is fast and simple. Our Discussion Guide gives you talking points for the appointment and the Patient FAQ's sheet allows them to learn more on their own.



Provide comfort and guidance on the latest in digital IBS treatment

We give you materials to clearly explain the brain-gut connection so patients don't leave with the idea "it's all in their head".

We provide talking points and a FAQ's handout for patients that explain how the therapy works and what kind of results to expect.



Mahana's CBT model helps patients develop skills in 10 key areas over the

Join our early access program to get Mahana straight to your inbox.

Join Early Access Program



## Meet the First FDA-Cleared CBT Smartphone App for IBS

IBS-trained therapists are hard to find. That's why we developed the first prescription-only, FDA-cleared mobile app that delivers cognitive behavioral therapy. In Mahana's randomized clinical trials, 63% of patients reported a clinically meaningful reduction of symptoms.<sup>1</sup>

Join our Early Access Program to get Mahana straight to your inbox.

Sign up and you'll receive:

- ✓ Complementary Prescriptions at no cost to your patients
- ✓ Discussion Guide to help patients understand the benefits of CBT without feeling "it's all in their head"
- ✓ Patient FAQ's document to share with patients plus a recommended appointment follow-up schedule

First name\*

Last name\*

Email address\*

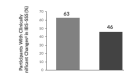
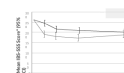
NPI Number\*

Join Early Access Program

Once your NPI number is verified by a 3rd party, you'll receive an email with your complementary prescriptions, Patient Discussion Guide and Patient FAQ's Guide.

## FDA-Cleared, Clinically Validated and No Side Effects

The efficacy and safety of Mahana IBS was demonstrated in an ACTIB trial of 558 adult patients with refractory IBS. Mahana helped nearly 2 in 3 people in clinical trials.<sup>1</sup>



- Mahana IBS was approved as a class II device by the FDA<sup>1</sup>
- CBT allows patients to influence brain-gut communication in order to reduce the severity of IBS
- Patients showed clinically and statistically significant improvements in IBS-SSS and WSAS with Mahana IBS compared with those with TAU
- 63% of patients reported a clinically meaningful reduction in the severity of their IBS at the end of treatment

See the Full Clinical Trial Report

## Advisors

We're working with leaders in gastroenterology to ensure patient and provider have the tools they need for IBS treatment.



Carlo di Lorenzo, M.D.  
National Children's Hospital, Chief of Division, Pediatric Gastroenterology, Hepatology & Nutrition

Emeric Mayer, M.D.  
UCIA, Director, C. Oppenheimer Center for Neurobiology of Stress and Resilience (CNSR)

Miranda van Tilburg, Ph.D.  
Cambridge University, Associate Professor of Clinical Research

Tonya Palermo Ph.D.  
Seattle Children's Hospital, Associate Director for Center for Child Health, Behavior and Development

## Getting Started

Sign up today and get early access to the app for IBS

**Sign Up**  
Fill out the form above to get access to your 3 prescriptions

**Prescribe**  
Prescribe app to your IBS patients via Blink Pharmacy



**Access**  
Access will be yours to patients

## What is How Does it Help IBS?

Designed with Figma

Mahana's Cognitive Behavioral Therapy (CBT) is gut-directed psychotherapy (GDP) that improves IBS severity by targeting the cognitive factors known to drive symptoms. CBT is the most rigorously tested psychological treatment for IBS.<sup>1</sup>

Logo

The only FDA-cleared app for IBS

## Finally, a Safe and Innovative Treatment That Works Across All IBS Classifications.

Mahana is a prescription-only, FDA-cleared mobile app that helps heal the brain-gut axis and deliver symptom relief to IBS sufferers through CBT.

This copy doc and wireframes defined messaging and informed the art direction and design for stock photography and illustrations.



[Image of QR code PDF sheet and person using app]

**Caption:** Research tells us that IBS is a disorder of the gut-brain interaction. CBT influences how your gut and brain talk to each other to reduce the severity of your symptoms. In clinical trials, on average, reduction in IBS symptom severity was 2.75x that of patients receiving medical care as usual.<sup>1</sup>

### Discussion Guide

Sign up and you'll receive:

- 3 Prescription Codes to download the app and
- Discussion Guide to help understand the benefits of feeling "it's all in their head"
- Patient FAQs document for patients plus a recommended appointment follow-up schedule

First name  
Last name  
Email address  
NPI #  
What is your role?

**[Get Started]**

Once your NPI number is verified (24 hours), you'll receive an email with your prescription codes, Patient Discussion Guide, and Best Practices Guide.

## Process

- 1 Take results of interviews and develop offer based on things we learned about providers' inner thoughts and motivations.
- 2 Develop hierarchy of messaging that hits the visitor's biggest objection/hesitations.
- 3 Based on motivations shared in interviews, develop benefit modules that address concerns about the excessive time investment needed to effectively treat IBS.

## Deliverables & Recommendations

### DELIVERABLES

Funnel Definition + Strategy

Wireframes

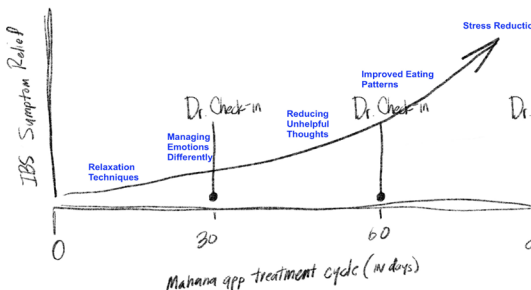
Content Strategy & Copywriting

Call to Action Strategy

### RECOMMENDATIONS

One of Mahana's biggest points of differentiation is the FDA-cleared status. I recommended we lead with this messaging to grab attention and build both curiosity and trust early on the page. From there I developed recommendations around the development of a "Early Access Program" to drive a sense of urgency to opt in.

Beyond the hero I began addressing top concerns like "no side effects, how to get started, how it works, how to explain it to patients and how it empowers patients. The call to action is in a sticky bar at the top of the page, so the opt-in is always easy for visitors to access.



Mahana's CBT model helps patients develop skills in 10 key areas over the course of 60 days to reduce severity of symptoms.

----- Above the Fold on Mobile & Desktop -----

## FDA Cleared and Clinically Validated



Mahana IBS is a prescription-only digital therapeutic intended to provide CBT for 18 years of age and older who have been diagnosed with IBS.

Mahana IBS was approved as a class II medical device by the FDA. CBT allows patients to influence brain-gut communication in order to reduce the severity of IBS.



The efficacy and safety of Mahana were demonstrated in an ACCT involving 558 adult patients with refractory IBS.

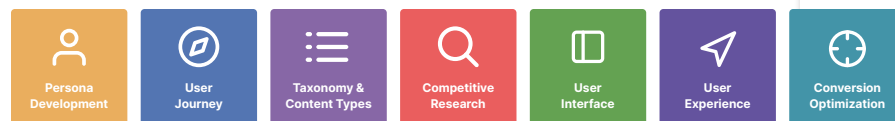
- Patients showed clinically significant improvement in IBS-SSS and WSAS scores compared with those receiving medical care as usual.
- No AEs were deemed related to treatment.

**[See the Full Clinical Trial Report >]**

— Mahana IBS (n=185)<sup>†</sup> — TAU (n=187)<sup>†</sup>



# Visual Design



## Challenges

- ! How do we drive engagement using visual design elements?
- ! How can we use illustrations, charts and visuals of clinical trial results to help visitors easily digest the value of Mahana app?
- ! How do we keep the primary call to action in the visitors line of sight at all times?

We're working with leaders in gastroenterology to ensure patient and provider have the tools they need for IBS treatment.



Carlo di Lorenzo, M.D., Nationwide Children's Hospital, Chief of Division, Pediatric Gastroenterology, Hepatology & Nutrition  
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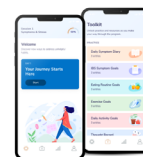
## Getting Started is Simple

Sign up today and get early access to the first FDA-cleared app for IBS treatment.



## What is CBT and How Does it Help IBS?

Mahana's Cognitive Behavioral Therapy (GDP) that improves IBS severity by targeting the cognitive factors known to drive symptoms. CBT is the most rigorously tested psychological treatment for IBS.<sup>4</sup>

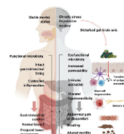


CBT is a no-risk solution that works for all types of IBS (D, C & M).

Mahana enables you to empower all IBS patients with a treatment that has no negative side-effects. Cognitive Behavioral Therapy (CBT) is a proven method for reducing the impact of stress hormones that impair intestinal barrier function.

## The gut-brain axis is a contributing component to IBS symptomatology.

The gut-brain axis is a bidirectional communication system that links intestinal functions with the emotional and cognitive centers of the brain. Be on the leading-edge with providers who understand the importance of staying on top of the latest treatments like digital therapeutics.



Mahana provides a personalized program that is available to use anytime, anywhere.



Join our early access program to get Mahana straight to your inbox.

[Join Early Access Program](#)



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## Meet the First FDA-Cleared CBT Smartphone App for IBS

IBS-trained therapists are hard to find, and clinical time is precious.

That's why we developed the first prescription-only, FDA-cleared mobile app that delivers cognitive behavioral therapy. In randomized clinical trials, 63% of patients reported a clinically meaningful reduction of symptom severity.<sup>1</sup>

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First name\*

Last name\*

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NPI Number\*

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Once your NPI number is verified (up to 3 business days), you'll receive an email with your complementary prescriptions, Patient Discussion Guide and Best Practices Guide.

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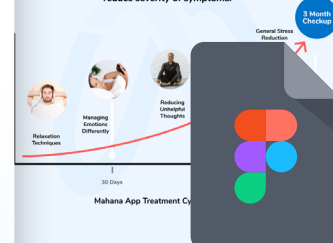


Provide comfort and guidance on the latest in digital IBS treatment

We give you materials to clearly explain the brain-gut connection so patients don't leave with the idea "it's all in their head". We provide talking points and a FAQ's handout for patients that explain how the therapy works and what kind of results to expect.

Source: The FDA and FDA comment on digital therapeutics, including CBT, issued 10/1/2020.

Mahana's CBT model helps patients develop skills in 10 key areas over the course of 3 months to reduce severity of symptoms.



Designed with Figma

## Empower Patients

Good therapists with IBS specific training are hard to find. Give patients the only FDA-cleared digital therapy shown in clinical trials to reduce symptoms.





## Process

- 1 Assemble all visual design elements already defined in the Mahana style guide (colors, fonts, logo, diagrams, stock photography)
- 2 Create library of re-usable assets in Figma
- 3 Since a photo shoot was not possible prior to page publishing, it was necessary to Photoshop the app into stock photography scenes of everyday use.
- 4 Create mobile-first design in Figma, collect client feedback, iterate and prep file for development.

## Deliverables & Recommendations

### DELIVERABLES

Landing Page Design

PDF Provider Handout

### RECOMMENDATIONS

To optimize funnel performance, I'm recommending a 8 week test to distribute flyers to providers, and then to patients, measuring optin rate by app downloads. In tandem, it's recommended the landing page be split test and optimized for provider optins, making adjustments to copy and offers until a working variant has been identified.

It's also recommended that follow up email campaigns be monitored and optimized based on CTR and engagement.



## Take control of your IBS Symptoms with a Free 90-Day Treatment

Mahana™ for IBS – the Only FDA-cleared Therapeutic for IBS

app that connects your IBS symptoms and act. It provides tools that empower you to take control of your life.

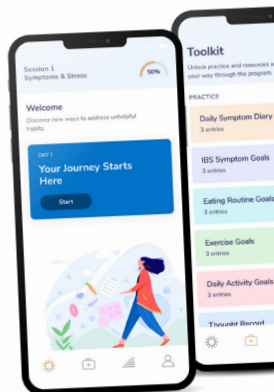
Mahana IBS app, results showed:

Users were 2x more likely to reduce IBS symptom severity than with usual treatment alone.

Reduced IBS severity in as little as 4 weeks.

Mahana IBS users save up to 3.5x more money than with traditional CBT treatments.

Get Your Custom IBS Treatment



### How Does it Work?

Mahana IBS targets your gut-brain interaction using Cognitive Behavioral Therapy (CBT), which has been clinically proven to reduce IBS symptoms. CBT is a recommended treatment for all types of IBS by the American College of Gastroenterology and the American Gastroenterology Association.<sup>1</sup>

### How to Download:

- ✓ Scan QR code and download app:



## Outcomes

- ✓ Provider sales funnel defined
- ✓ Offer strategy - several identified for testing
- ✓ Landing page testing recommendations
- ✓ Fully designed and testable landing page
- ✓ Conversion optimization strategies
- ✓ User journey hypotheses

*Mahana left this engagement with testable marketing assets designed to engage and move new providers into and through their sales funnel. They also have a clear strategy for testing and optimizing as they learn more about this audience over time!*

## Questions?

*Looking to solve a similar problem? Happy to jump on a call to discuss in more detail how I can assist with your User Journey, Conversion Optimization and Customer Experiences!*

Jen Gordon  
(404) 644-1014 c  
jen@jengordon.com

### CLIENT INFO

**Customer:** Soren Mills - Chief Marketing Officer

**Company:** Mahana Therapeutics

**Industry:** Digital Therapeutics

**Author:** Jen Gordon

**Publish Date:** January 10, 2022

### DELIVERABLES

 Persona Definition

 User Experience

 User Journey

 Conversion Optimization

 Visual Design



Jen Gordon Studios is a customer experience, user journey and conversion optimization consultancy led by designer and strategist Jen Gordon.

Jen Gordon Studios, Inc.  
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jen@jengordon.com