

**UPMC Enterprise Access Services
Introductory Videotape Script**



Approx. length – 12:00

Sc #	Video	Graphics	Audio
OPEN/TITLE (Approx. 1:45)			
1-1	Stock shot: nostalgic physician-with-patient image		Turn-of-the-century music – Scott Joplin rag Narrator: Not so long ago, health care was simpler...
1-2	Stock: old wooden wall phone zoom in to phone		SFX: Old-fashioned phone cranking/ringing sound (wryly) And <u>interacting</u> with health care was easy. Woman's voice, filtered for telephone sound: Flo, will you ask the doctor to stop by this afternoon? It's Grandpa's bursitis...
1-3	Echocardiogram footage		Music changes to more contemporary Add heartbeat SFX Narrator: Today, health care is more sophisticated...
1-4	Images float over echocardiogram footage: Baby & mother Old lady on bars 2 middle-aged people Man holds woman's face		<u>And</u> more effective. (Brief pause)
1-4A	Cath lab footage		But, while health care makes full use of today's <u>medical</u> technologies, there's been less emphasis on using <u>information</u> technology. So interacting with large, complex health systems isn't always easy...

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	<p><i>During the following sequence, we don't see anyone's face...</i></p>		<p>THIS OPENING SEQUENCE IS POINTED, BUT GENTLY HUMOROUS <i>Music change – lighter</i></p>
1-5	<p><i>Patient's POV: ECU clipboard with forms on it being handed to him</i></p>		<p><i>Male patient's voice (puzzled):</i> I already filled this out at my doctor's—<u>and</u> at the hospital!</p>
1-6	<p><i>Patient's POV: ECU elastic tourniquet applied to arm, then needle approaches to draw blood</i></p>		<p><i>Same Female patient's voice (puzzled):</i> But they just did this yesterday.</p>
1-7	<p><i>Patient's POV: ECU telephone, with handset off</i></p>		<p><i>Different female patient's voice (annoyed):</i> I already called there, and they said <u>you'd</u> know.</p>
1-8	<p><i>Patient's POV: ECU fisheye shot of specimen cup being handed to him</i></p>		<p><i>Male patient's voice (this time, resigned):</i> Not again... <i>Music ends with sting</i></p>
1-9	<p><i>UPMC HS logo</i></p>		<p><i>Start title music low</i></p>
1-10	<p><i>Images float over logo: "Best of the Best" cover</i></p>		<p><i>Narrator:</i> That's all changing...</p>
1-11	<p><i>ECU circuit board Pan across blinking lights Ends with finger pressing "enter" key</i></p>	<p>1-A title supered over UPMC HS logo: UPMC Enterprise Access Services Change—for the better</p>	<p>UPMC Health System, already a world leader in health care, is now leading a revolution in using <u>information technology</u> to make it easier, more convenient and more efficient to <u>interact</u> with health care. <i>Title music up full briefly</i></p>

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VIGNETTE #1 – PATIENT’S HOME (Approx. 2:15)			
2-1	<p><i>Home setting; Catherine Barry, mid-thirties, on phone – young child is playing nearby – we see moving company boxes in the background</i></p>	<p>2-A <i>Complete architecture flow chart</i></p>	<p><i>New music under</i> <i>Narrator:</i> What kind of change is on the way? New information technology—System-wide—that will make it far easier for patients, Health Plan members, physicians and staff to interact with the System.</p> <p>Take a look... <i>SFX: electronic ring</i></p> <p><i>Rep (voice heard over Chart):</i> UPMC Health System; how may I help you?</p> <p><i>Catherine:</i> <i>(Startled-- voice change on “press one” etc.?)</i> Hi! I expected one of those awful recordings—“press one, press two... “</p> <p><i>Rep (smiling at Catherine’s reaction):</i> No, I’m a real live person.</p> <p><i>Catherine:</i> I’m glad! OK, here’s what I need: we’ve just moved to Pittsburgh--we’re in your Health Plan, and we need new doctors.</p> <p><i>Rep:</i> Welcome to Pittsburgh.</p> <p>We have excellent physicians... in a minute I’ll ask about your requirements, then I’ll get you information on the doctors that <u>meet</u> them—and you can make your choices.</p>
2-2	<p><i>Corporate Command Center rep on phone</i></p>		<p><i>Catherine:</i> All right.</p>

Sc #	Video	Graphics	Audio
		<p>2-G <i>Web pages, showing, first, basic health info, then children's health info</i></p>	<p><i>Catherine: (idea occurs to her)</i> Hmm... my husband needs to track his weight ...</p> <p><i>Rep:</i> You may also want to look at our <u>website</u> for information on <u>any</u> health issues that affect you and your family.</p> <p><i>Catherine:</i> <i>(ruffles child's hair)</i> Including kids' illnesses?</p> <p><i>Rep:</i> Absolutely.</p> <p>Now, let me get some information from you—let's start with your full name.</p> <p><i>Catherine (fade out audio as she speaks):</i> I'm Catherine-with-a-C, middle initial J, last name Barry...</p> <p><i>music ends</i></p>
<p>FAQ #1 (Approx. :30)</p>			
<p>3 4-1 4-2</p>	<p><i>Hospital admissions area Over the shoulder of admissions rep, see her computer and patient she's admitting. They both turn to camera and speak, mostly in unison</i></p> <p><i>CU telephone, treated to be background image</i></p>	<p>3-A "Frequently Asked Questions" animation 4-A Admissions entry screen</p> <p>4-B Text supered: Phone calls Now: Multiple Soon: One</p>	<p><i>music or sound effect</i></p> <p><i>Both:</i> It all <u>sounds</u> good, but will it really be an improvement?</p> <p><i>music</i> <i>Narrator:</i> Yes—for both patients and staff: <u>Many</u> phone calls for information and scheduling will be replaced</p>

