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| Company | Spoken Words | Approximate Duration |
| CareTrack | 217 (160 words = 60 seconds of video) | 81 SEC |

| AUDIO | VISUAL |
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| Background Music. | Image Folder |
| NARRATOR (V.O.) <i>Mary adores her family, but her chronic illnesses often get in the way.</i> | Show Mary, playing with her 2 grandchildren in the park. Mary's adult daughter comes into frame with ice cream cones. |
| NARRATOR (V.O.) <i>If she does not take care of herself, her energy runs low.</i> | Show Mary later in the day, her grandchildren are running ahead of her on the park path - Mary slows down to catch her breath. |
| NARRATOR (V.O.) <i>Instead of enjoying her family, she spends time homebound.</i> | Show Mary at home sitting in a chair next to the window, she looks outside at the nice day and sighs. |
| NARRATOR (V.O.) <i>Mary has a hard time following her care plan; sometimes she misses medications or important instructions.</i> | Show medication bottles on the counter, Mary walks past them without even looking. CUT TO: Mary lying in her bed at home, she's shivering and looks sickly. |
| NARRATOR (V.O.) <i>She has multiple doctors, and it is hard for her to keep track of everything.</i> | Show Mary in the center of the screen, around her appear different Doctors who are part of her care. |

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| <p>NARRATOR (V.O.) <i>At Mary's next appointment, her doctor prescribes CareTrack to help her follow the care plan while keeping the physician informed of changes in Mary's health between office visits.</i></p> | <p>Show Mary back with her primary care, a speech bubble appears over him with the CareTrack LOGO inside. Mary looks interested. We zoom in on the logo and transition-</p> |
| <p>NARRATOR (V.O.) <i>Mary receives continuous care like; reminders, vitals monitoring, and always has a place to turn for questions.</i></p> | <p>-to the LOGO in full screen. Transition and the Logo is now on an animated laptop showing a simplified version of the UX portal login. The screen splits and the web portal is also shown on a tablet and smartphone.</p> |
| <p>NARRATOR (V.O.) <i>With CareTrack's coaching, she understands how to stay healthy.</i></p> | <p>Show images in a row: -Primary Care Doctor listening to Mary's breathing -Mary at home checking her blood pressure -Mary eating a meal - she goes to add salt from the shaker but a thought bubble appears over her head with this image and she stops.</p> |
| <p>NARRATOR (V.O.) <i>Mary knows CareTrack will contact her to ensure things don't worsen or go unchecked.</i></p> | <p>Show Mary on the phone with a CareTrack Care Team Member in split screen, a speech bubble pops out from the CareTrack Care Team Member, inside appears an image for taking medication twice daily with water with a question mark - the Team Member is asking if Mary is following instructions.</p> |
| <p>NARRATOR (V.O.) <i>She likes that her care team is always available twenty-four seven.</i></p> | <p>Start with a split screen, it's nighttime, on one side Mary has a thermometer in her mouth, she's sitting up in bed on the phone. On the other side is a different CareTrack Care Team Member speaking with Mary.</p> |
| <p>NARRATOR (V.O.) <i>Mary feels more at ease and confident.</i></p> | <p>Screen will split 3 ways in progression:</p> <ul style="list-style-type: none"> ● Mary at home, exercising on an indoor bike. ● Primary Care Doctor in the office examining Mary's EHR on their laptop. Transition on Mary's profile to- |

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| | <ul style="list-style-type: none"> • A CareTrack Team Member working on their laptop, they're looking at a similar profile of Mary. |
| <p>NARRATOR (V.O.) <i>Her physician also likes Mary's extended out-of-office support which reduces her calls to the practice and her doctor earns revenue for this service from Medicare and Medicare Advantage.</i></p> | <p>Mary doing a zoom call with their CareTrack Care Team Member who gives instructions on using a spirometer. KINETIC TEXT: BETTER OUT OF OFFICE SUPPORT ----- Mary's Primary care at their desk, revenue icons float up from their laptop as they earn more. KINETIC TEXT: NEW PRACTICE REVENUE</p> |
| <p>NARRATOR (V.O.) <i>Now... Mary spends more time with her family showing them the world!</i></p> | <p>Show Mary in a row boat with her adult daughter and 2 small grandchildren - Mary points out a frog on a lily pad which the grandchildren look at excitedly.</p> |
| <p>NARRATOR (V.O.) <i>Ask your doctor if CareTrack is right for you.</i></p> | <p>Have the LOGO build out, maybe the circular section first with animation to it before the text.</p> |
| <p>NARRATOR (V.O.) <i>Physicians who want to learn more, email info@caretrack.com or call 800-835-1140 to speak with our team.</i></p> | <p>LOGO still on screen. Below appears- KINETIC TEXT: info@caretrack.com 800-835-1140</p> |