

Company	Spoken Words	Approximate Duration
CareTrack	197 (160 words = 60 seconds of video)	73

AUDIO	VISUAL
Background Music.	<p>Previous Video</p> <p>Image Folder</p> <p>NOTE: The character design for Jane, the COO, from the PowerPoint is the same one that was used for a CareTrack Employee in the first video. So, Jane will need a new distinct character design to avoid confusion.</p>
<p>NARRATOR (V.O.) <i>Jane runs the operations of a medical practice.</i></p>	Show Jane busily working on her computer, a desk sign reads JANE, COO
<p>NARRATOR (V.O.) <i>But a constant flux of shifting pressures has taken its toll.</i></p>	Still on Jane, arrows appear and circle around Jane in her office. Her expression changes to show more stress.
<p>NARRATOR (V.O.) <i>Jane struggles to keep her practice financially healthy.</i></p>	Show a downward arrow with bars building out, indicating decreased profit.
<p>NARRATOR (V.O.) <i>Dealing with inflation and rising operating costs.</i></p>	Multiple dollar bill icons appear floating on screen, they catch flame and burn up.

<p>NARRATOR (V.O.) <i>While facing hiring and staffing issues.</i></p>	<p>Back to Jane in her office, looking over resumes, a thought bubble appears over her with a magnifying glass moving over figures - it keeps moving as none of the applicants are a good fit.</p>
<p>NARRATOR (V.O.) <i>As a result, patient satisfaction has decreased.</i></p>	<p>A review pops up with a patient profile pic, it's for 2.5 out of 5 stars.</p>
<p>NARRATOR (V.O.) <i>Then, Jane learned about CareTrack.</i></p>	<p>Show Jane on her computer, she clicks and the CareTrack Logo appears on screen. Zoom in as LOGO becomes full screen.</p>
<p>NARRATOR (V.O.) <i>CareTrack allows Jane to do more with less by acting as an extension of her team.</i></p>	<p>DOCTOR #1 from Jane's practice appears in a circle, 3 extensions spring off from that circle, inside each is a different CareTrack employee, they each have the CareTrack Logo visible on a nametag.</p>
<p>NARRATOR (V.O.) <i>Through CareTrack's solution, practices can do more for Medicare patients.</i></p>	<p>Show a patient (could be Mary character design) sitting and smiling.</p> <p>TEXT: MORE FOR MEDICARE PATIENTS</p>
<p>NARRATOR (V.O.) <i>Jane notices that many elderly patients have multiple conditions and need help following their care plans.</i></p>	<p>Show Jane in her office thinking, a thought bubble appears, inside is Mary at home looking confused (could reuse this animation from 1st video) as she looks over the instructions for her medication.</p> <p>Mary in the thought bubble floats away, stay on it as we transition-</p>

<p>NARRATOR (V.O.) <i>Now, doctors can prescribe patients to CareTrack to receive care between appointments without taxing the current staff.</i></p>	<p>The bubble becomes circular, a plus sign appears and Mary's circle is paired with a circle with the CareTrack Logo which then transitions into an employee with the Logo on their nametag. Each character picks up a phone as they begin speaking. Mary's confusion question marks evaporate.</p> <p>Have a third circle appear in the same row but it's unpaired from the other two, inside show Doctor #1. He's working on his laptop, completing some other task with a smile, as Mary is getting the help she needs. Left to right final order is Doctor #1, CareTrack Employee, then Mary.</p>
<p>NARRATOR (V.O.) <i>Practices can offload essential work to CareTrack with assurance.</i></p>	<p>Show Jane in a circle, around her appear 3 circles with Caretrack employees, pulsing arrows emit from Jane's circle to the surrounding 3.</p>
<p>NARRATOR (V.O.) <i>In turn, CareTrack reduces patient hospitalizations by closing adherence gaps, improving quality measures, and driving more proactive screenings and services adoption.</i></p>	<p>Split screen 3 ways:</p> <ul style="list-style-type: none"> -Show Mary taking her medication at home. -Show a profile for Mary in the EHR being updated with new information (ambiguous text here). -Show Mary speaking with Doctor #2 (female, different character design) during a checkup. Doctor #2 is consulting test results.
<p>NARRATOR (V.O.) <i>Jane sees improved patient experience and health outcomes with CareTrack.</i></p>	<p>Jane on her computer, above it floats multiple 5 star review icons - one after another, new positive reviews for the practice. A couple of the reviews could be high 4s.</p>

NARRATOR (V.O.)

Plus, the additional revenue generated through CareTrack ensures the stability of the practice so the team can keep providing excellent care for their patients.

An arrow appears, it builds upward representing the [new revenue](#) from billings through CareTrack.

The arrow transitions to Patient (elder male) on their computer, the Caretrack logo is on screen. The Patient clicks and Doctor #2 now appears on the laptop screen and they begin speaking - it's a [telehealth appointment](#).

NARRATOR (V.O.)

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Have the [LOGO](#) build out, maybe the [circular section](#) first with animation to it before the text.

Below LOGO appears-

KINETIC TEXT:

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800-835-1140