

Introduction

This document will consist of 2 parts.

- Narration (voiceover) will be **bold**.
- What I want in the scene (as detailed as possible) will be written in Courier New.

Add music similar to the video [on this page \("Here's how it works"\)](#) but keep the volume low. Any upbeat, but subtle, music is acceptable.

Please don't hesitate to contact me for any questions or comments.

Scene 1

Do you struggle to get your patients to regularly take their blood pressure or blood sugar at home? Meet Dr. Simms. He's frustrated that many of his patients don't follow their at-home treatment plans.

A doctor is sitting at his desk in his office. He is wearing a white coat and has a stethoscope around his neck clearly showing he is a doctor. The desk has a computer on it.

Above him are [thought bubbles](#) showing his patients *not* taking their [blood pressure](#) or [blood sugar](#). They are ignoring the medical equipment next to them and are choosing to watch TV or eat snacks.

The doctor is visibly angry and frustrated.

He usually doesn't find out about a hypertensive or blood sugar crisis until there is an ED visit or hospital admission.

The doctor gets a phone call and the screen splits into 2. The left half is the doctor on the phone.

The right half is an [ambulance driving to a hospital](#), with its lights flashing. The doctor is even more frustrated, shakes his head and puts his head in his hands.

Scene 2

Dr. Simms needed a better solution and found it with Optimize Health's remote patient monitoring, or RPM, platform.

The screen is split in 2. The left side is the doctor at his desk on his computer, using the keyboard and mouse.

The right side is the computer screen close up. It will show the Optimize Health logo and then that will show all 4 pieces of equipment with clear labels, one after the other:

1. Blood pressure monitor
2. Glucometer
3. Weight scale
4. Pulse oximeter

Scene 3

Patients pick up a device at the office. A nurse or medical assistant shows them how to use it and explains the importance of daily readings.

At the doctor's office, a nurse, wearing scrubs, is sitting at a table. On the opposite side, is an elderly patient, wearing regular clothes.

The nurse is holding up a blood pressure monitor (same one in the previous scene), pointing to it, and talking about it with the patient. The patient is enthusiastically nodding.

Scene 4

Patients now take readings at home. With the push of a button, the reading is taken and sent to their doctor. No apps or downloads. No more paper and pencil charting.

The patient is at home, sitting at the kitchen table. Next to the kitchen table is a small trash can.

They are using a blood pressure monitor at the table with their left arm. Next to the blood pressure monitor is a pen and pad of paper.

They make a "thumbs up" sign with the blood pressure hand. With their other arm, they throw the pen and paper into the trash can.

Scene 5

Dr. Simms' clinical team easily monitors readings right from the Optimize platform. Alerts tell them when they need to contact a patient. The clinical team can adjust medications, give reminders, provide lifestyle coaching, and prevent ED visits or hospital admissions.

At the doctor's office, there is a desk in the middle of the scene, with a computer on it. The doctor is standing on the left side of it and a nurse is standing on the right side of the computer.

The computer monitor (with Optimize Health colors) has a screen that looks [like this](#).

The monitor screen then changes to text that says "Elevated heart risk" (in Optimize Health colors). The doctor points to the nurse who picks up a telephone and makes a phone call.

The scene changes to the patient in the kitchen from earlier. He answers his phone and starts talking. A circle pops up above him and it is the nurse. She starts talking and the patient makes a "thumbs up" sign.

Scene 6

And Dr. Simms' practice is reimbursed for the time they invest in caring for patients remotely.

The doctor is sitting at his desk working on his computer. Above him are [pieces of paper](#) floating around (that look like invoices). All of them say (in black text) "RPM Insurance Claim" on top and a red "Approved" stamp ([like this](#)). The doctor looks at the audience and gives a "thumbs up" sign.

Scene 7 - Exit

Optimize Health is on a mission to transform how medical groups use technology and real-time data. As a leader in remote patient monitoring, we help healthcare providers deliver proactive care. By building stronger patient-provider relationships, RPM improves patient outcomes and quality of life.

The screen will have a white background with text: "Learn more: www.optimize.health". Below the text will be the Optimize Health logo. Add your choice of simple animation for the text and logo.

Example:

Learn more: www.optimize.health

