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**Script for Marketing Video for Exigence, LLC  
 Version 4 (rev. 3/14/06)**

Scene	Audio	Video
1	<p>Dramatic music background (continues throughout board room scenario).            Sound of voices coming from behind closed door:</p> <p><b>Board Chair:</b>            “As you know, we’ve called this special meeting of the Board to address concerns about problems in our Emergency Department. You should all have a copy of the report from the Quality Committee. As this report indicates, we’ve got some very troubling performance issues in the ED”</p> <p>“Bob, as VP of Medical Affairs, you’ve <i>got</i> to be concerned...</p>	<p>Camera approaches closed door to Board Room from hallway. Sign next to door says “Board Meeting in Session”</p> <p>Cut to inside of Board Room Start with wide shot to establish situation: Board Meeting with CEO on hot seat. Cut to CU (close-up) of Board Chair, turning to the Medical Director (Bob).</p>
2	<p><b>Medical Director:</b>            “<i>Obviously</i> I’m concerned – very concerned. Clearly, there are significant problems related to quality, customer service, risk management and compliance. As you can see in the Quality Committee’s report, our ED patients are simply not getting the level of care we expect and they deserve.</p> <p>To make matters worse, the ED physicians just aren’t well integrated into our hospital and medical staff. In fact – and I really hate to say this – I get complaints regularly from the hospital medical staff. Many of our attendings have told me they don’t know and, more significantly, don’t <i>trust</i> the docs in the ED. There’ve been missed MIs and ...</p>	<p>Cut to Medical Director</p> <p>Cut to reaction shots of CEO, Board Chair, others</p>
3	<p><b>Board Member 2 (interrupting):</b>            Wait, Bob, are you saying there are real competency issues in the ED?</p>	<p>CU of Board Member 2</p>

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4	<p><b>Medical Director:</b>  I think there are <i>several</i> issues, including competency and communication...</p>	CU of Medical Director
5	<p><b>Board Member 3 (interrupting):</b>  And what about patient complaints – which seem to be at an all-time high: Long wait times, patients complaining they’re not being treated with courtesy or respect...</p>	CU of Board Member 3
6	<p><b>CEO:</b>  Believe me, I hear about those complaints daily. I can’t even go to my kid’s soccer games without someone complaining about poor service in our ED...</p>	CU of CEO
7	<p><b>Board Member 4:</b>  It’s not just the complaints. According to this report, our ED patients are walking out the door in record numbers without treatment or against medical advice. I’ve got to believe these problems are contributing to the drop in revenue from the ED. What’s going on and why can’t we fix it?</p>	CU of Board Member 4  Reaction shots of others
8	<p><b>CEO:</b>  I wish I had the answer. Bob and I have met with ED group. We’ve made our expectations clear. We’ve adjusted staffing levels; we’ve tried some incentives. Things improved briefly, but then we were right back to the same old problems. The group is having trouble recruiting quality physicians and we just don’t have strong medical leadership in the ED. As Bob said, they don’t seem to be part of the team.</p>	CU of CEO  Reaction shots of others
9	<p><b>Board Member 5:</b>  You know, I’ve lived in this community my whole life. Our hospital has always been a source of pride – for me personally, as well as for the community. For as long as I can remember, we’ve enjoyed a reputation for providing good medical care, with compassion and good customer service. I know that’s still true for most of our services, but these problems in the ER are really giving us a black eye. Our community deserves – and expects – better treatment in the ER. After all, that’s where most of our patients and their families have their first, and most frequent, experiences with us.</p>	CU of Board Member 5  Cut to others agreeing

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	I never thought I'd say this, but I'm not sure I'd bring a family member to our ED in an emergency.	CU of distressed Board Member 5
10	<b>CEO (speaking to whole Board):</b> I <i>know</i> our patient community deserves better. We've been trying to find the right solution, but nothing seems to work...	CEO looking depressed, contrite, frustrated
11	Knock on door.  <b>CEO's secretary:</b> "Sorry to interrupt, but there's been an incident in the ER and I thought you and Dr. Thompson should know what's going on..."	Cut to door as we hear knock. Door opens and secretary enters quietly addresses the CEO and the VP of Medical Affairs. CEO closes his eyes in dread.  Fade to black.
12	<b>Testimonial of real hospital administrator who has had positive experience with Exigence.</b> (Starting with "My Emergency Department <i>used</i> to have performance issues like some of these...")	Hospital administrator on camera
13	<b>On-camera host:</b> Is your Emergency Department performing up to your expectations and those of your Board, your medical staff and your community? If not, there <u>is</u> a proven solution. It's called Exigence and it's a national provider of emergency physician management and staffing. Our approach will deliver the performance you're looking for. In fact, we know we can <i>exceed</i> your expectations.  But, you don't have to take our word for it. Here's another satisfied client.	Host with modern, organized ED in background
14	<b>Testimonial of satisfied hospital administrator.</b>	Hospital administrator
15	<b>On-camera host:</b> We know you're busy, so we'll make this brief. We need just __combine with 13__ minutes of your time (to be determined by actual running time of video) to introduce you to Exigence. That's all. Just _____ minutes. Then, you can give us a call to find out how we can apply our proven success	On-camera host