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KALEIDA STROKE CARE CENTER DVD

Script Version 6.2

(Note: Pacing of video is quick, underscoring urgency of prompt intervention)

Scene	Audio	Video
1.0 INTRODUCTION (“First Play”)		
1.1	<p>Gradually bring up dramatic music, add SFX (sound effects) of stopwatch ticking. Sustain music and SFX under VO.</p> <p>VO (voice over) of narrator: Steve is a volunteer fire fighter and paramedic near Jamestown, NY, and he is about to suffer a stroke caused by a blockage to an artery in the brain.</p> <p>His future depends on what happens next. Every passing minute can make a difference in the long-term effects of the stroke. Will he suffer years of paralysis? Loss of speech or vision? Permanent cognitive deficits? (pause) ...Will he even survive this stroke?</p>	<p>Fade up from black. We see re-enactment of actual stroke victim at time stroke occurred.</p>
1.2	<p>Siren of ambulance on route to hospital. Sounds of EMT attending to patient, reporting vital signs, etc. Continue SFX of stop watch ticking and dramatic music.</p> <p>VO of narrator: Because a stroke prevents blood flow to brain tissue, it is a medical emergency. Every minute until treatment begins can make a difference in the long-term effects of stroke and the resulting quality of life for the patient.</p>	<p>Exterior of Rural Metro ambulance, lights flashing, rushing down street. Cut to interior shot of EMT attending to patient.</p>
1.3	<p>Sounds of ambulance arriving at MFH ED; rear doors opening. Continue SFX of stopwatch ticking and dramatic music.</p>	<p>Exterior of MFH. Rural Metro ambulance pulling into MFH Emergency Entrance. EMTs opening rear doors.</p>
1.4	Steve:	Patient on camera talking about his/her

Scene	Audio	Video
	world-renowned neurosurgeons and neurologists. Your stroke patient’s recovery is our specialty.	
MENU		
	Background music.	Menu with “Kaleida Stroke Care Center” logo <ul style="list-style-type: none"> • Play all • Recognition & Response • The Stroke Care Center at MFH Gates Circle • For more information
2.0 RECOGNIZING SYMPTOMS & URGENT RESPONSE		
2.1	Sound from re-enactment of specific stroke incident. Gradually bring up dramatic music, add SFX of stopwatch ticking. Sustain music and SFX under VO. VO of narrator: Jamie is a Clinical Psychologist in Buffalo, NY and he suffered a stroke while watching TV at home. Fortunately for Jamie, his wife recognized the symptoms of a stroke and he got to the Stroke Care Center at Millard Fillmore Gates Circle Hospital soon enough for treatment that prevented serious neurological damage and potential disability.	Fade up from black. We see re-enactment of actual patient experiencing stroke. Twin Cities ambulance arriving at MFH.
2.2	Jamie: Patient briefly describes the stroke symptoms, being brought to MFH Gates, prompt diagnosis and treatment, and resulting successful outcome.	Actual patient on camera fully recovered.
2.4	VO of narrator: Unfortunately, most people <i>aren’t</i> familiar with the warning signs of a stroke. In fact, the American Stroke Association estimates that only 26% of the public can name the most commonly recognized symptoms of a stroke.	Video of someone exhibiting a symptom of stroke. Graphic: Less than 26% recognize stoke symptoms.