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**Script for ElderWood Senior Care New Employee Orientation
 Version 3**

Scene	Audio	Video
1	Music up, then under ambient sounds of daily activity corresponding to video.	<p>Montage of scenes of daily activity in ElderWood facilities – friendly interactions between residents and staff, volunteers and residents, and staff with each other (including Mr. Chur and other administrators interacting with staff and residents).</p> <p>Each graphic appears, one at a time, and remains as the next graphic is added, superimposed over video of scenes of daily life in ElderWood facilities:</p> <p>Integrity</p> <p>Passion for Excellence</p> <p>Teamwork</p> <p>Reverence for the Individual</p>
2	<p>Continue background music under narration.</p> <p>Narrator: Integrity. Passion for Excellence. Teamwork. Reverence for the Individual... These are the Core Values of ElderWood Senior Care. They <i>aren't</i> slogans posted on a wall somewhere. They are principles that guide the way we do our jobs <i>every</i> day; the way we treat our residents, their</p>	Continue background video montage of daily scenes, with Core Values graphics superimposed.

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	<p>families and each other.</p> <p>These Core Values are the foundation of our commitment to provide “care without compromise.”</p>	<p>Add new graphic, replacing Core Values: ElderWood Senior Care: Care without compromise</p>
3	<p>Narrator: Welcome to our organization. You have been selected to join a team of caring and dedicated staff members who have made ElderWood Senior Care a leader among residential health care providers, widely known for its dedication to excellence, integrity and sincere respect for individuals and families served by our organization.</p>	<p>More b-roll of interactions among staff, residents, volunteers</p>
4	<p>Narrator: Over the next few weeks, you’ll be learning a lot about your new job. You’ll get to know the residents at your facility, your fellow co-workers and you’ll be learning what it means to provide “care without compromise”.</p> <p>Most importantly, we’d like you to learn how to embody our four Core Values in everything you do – right from the start. When you do this, then “doing the right thing” in every situation will come easily and naturally.</p> <p>Now, let’s take a closer look at the organization you’ve joined, and then we’ll see how these Core Values are being expressed in everyday life here at ElderWood Senior Care.</p>	<p>Continue b-roll of scenes of daily life</p>
5	<p>Narrator: In 1978, Robert Chur and his wife, Carol, opened their first skilled nursing facility in Williamsville – now called ElderWood Health Care at Heathwood.</p> <p>Today, ElderWood Senior Care has many health care facilities and assisted living residences, with locations in Amherst, Williamsville,</p>	<p>Photo of Robert & Carol Chur & Heathwood</p> <p>Montage of photos of ElderWood facilities, with names superimposed</p>

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	<p>Hamburg, Cheektowaga, Lancaster, Niagara Falls, Grand Island, West Seneca and suburban Syracuse.</p> <p>Across all of our facilities, we serve over 3,000 residents and patients each year, with a staff of over 2,500. You have joined a big family and a well-equipped and widely-recognized organization!</p> <p>In addition to our home office in Williamsville, we have the Wehrle office that includes the training center, Woodmark Pharmacy, print shop, construction workshop and other offices.</p>	<p>Montage of administrative office, training center, in-house pharmacy, print shop and construction workshop (with graphics superimposed)</p>
<p>6</p>	<p>Testimonial of one or two employees: Commenting on the benefit of being part of a multi faceted operation, well-equipped organization – e.g., resources available; being part of a large family; etc.</p>	<p>Employees giving testimonials</p>
<p>7</p>	<p>Narrator: One of the important advantages of ElderWood Senior Care is our ability to offer a comprehensive continuum of care to our residents.</p> <p>This continuum of care includes subacute and rehabilitation services, where patients of all ages may receive short-term care for rehabilitation following an injury or surgery.</p> <p>We provide traditional nursing home care on our skilled nursing units. Residents typically require nursing services and supervision twenty-four hours a day. Our staff focus on these residents’ physical and emotional well-being in order to enhance their quality of life. Services provided include medical, dietary, rehabilitative, social services, personal care, recreational and social programs.</p>	<p>B-roll of each topic, with graphics superimposed: Main graphic, remaining on-screen: ElderWood Continuum of Care</p> <p>Subacute & Rehabilitation Services</p> <p>Respiratory Care & Pulmonary Rehabilitation</p> <p>Seasons Memory Care</p> <p>Assisted Living Residences</p>

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	<p>Our continuum also includes Respiratory and Pulmonary Care Rehabilitation, and our “Seasons Memory Care” for residents living with dementia or Alzheimer’s disease.</p> <p>Assisted Living residences offer a special level of care for seniors who need some assistance with their daily tasks. Insert following if time allows: These residences offer private and semi-private apartments and rooms, plus attractive common areas and a variety of supportive services, including comfortable dining, personal care assistance, laundry and housekeeping services, medication management and scheduled transportation.</p> <p>Rounding out ElderWood’s continuum of care is our unique patio home community, designed for independent seniors who want to enjoy retirement living, without the hassles of home ownership</p>	<p>Patio Home Community</p>
<p>8</p>	<p>Testimonial of one or two employees: Commenting on the benefit of the continuum of care.</p>	<p>Employees giving testimonials (and residents)</p>
<p>9</p>	<p>Narrator: Although our modern, well-equipped facilities and broad continuum of care are important reasons for our reputation as a leader in residential health care in our region, the most important factor is our staff and their commitment to expressing our four Core Values in everything they do. Elderwood’s staff members are the reason why we are known as the Premier Provider of Care in this community.</p>	<p>B-roll of facilities, dissolve into scenes of staff interacting with residents</p>
<p>10</p>	<p>Ambient audio from b-roll, take under Narrator</p> <p>Narrator: Doing your job with integrity means keeping promises made to residents and their families, and to fellow co-workers. This is the key to building</p>	<p>B-roll of staff interacting with residents; superimpose graphic: “Integrity”</p> <p>B-roll of staff talking with staff, then with</p>

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	trust with each other. We expect every person in our organization to act ethically and honestly, without concern for personal gain, financial profit or self-protection. Open communication is an important part of every staff member's responsibility.	family members
11	Testimonials of employee(s) and resident(s): Commenting on the meaning of "Integrity".	Employee(s) and resident(s) giving testimonials
12	Ambient audio from b-roll, take under Narrator Narrator: The second Core Value is a "Passion for Excellence". We expect every staff member, regardless of their role, will take pride in their work and strive to do their best work <i>every</i> day. This attitude is not only a key to maintaining the reputation of our organization, but to ensuring that employees feel a sense of pride in the quality of their work – so that everyone enjoys the respect and loyalty of fellow co-workers, residents and their loved ones.	B-roll of employee interacting with resident; superimpose graphic; "Passion for Excellence"
13	Testimonials of employee(s), volunteer(s), resident(s): Commenting on the meaning of "Passion for Excellence".	Employee(s), volunteer(s), resident(s) giving testimonials
14	Ambient audio from b-roll, take under Narrator Narrator: Our third Core Value is "Teamwork". Although we expect each staff member to act with integrity and a passion for excellence, we know our ability to be innovative and to solve problems – requires teamwork. Good people working together cooperatively can always achieve better results than people working alone. We strive to identify, cultivate, train, reward, retain and promote people committed to both excellence <i>and</i> being good team players thus enhancing our ability to deliver " <i>Care without Compromise.</i> "	B-roll of employees meeting together; superimpose graphic: "Teamwork"
15	Testimonial of employee(s) and volunteer(s): Commenting on the meaning of "Teamwork".	Employee(s) and volunteer(s) giving testimonials

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<p>16</p>	<p>Ambient audio from b-roll, take under Narrator</p> <p>Narrator: Our fourth Core Value is, perhaps, the most challenging but ultimately the most rewarding: Reverence for the Individual. What does this mean?</p> <p>In regard to our residents, their families and our other guests, it means respecting the value, past contributions, and achievements of every individual, regardless of their current circumstances or capabilities. Without exception, in <i>every</i> situation, regardless of how challenging it might be at the time, we expect that every resident and every guest will be treated with respect, dignity and compassion. This expectation is at the very heart of what makes ElderWood so special.</p> <p>This reverence for the individual extends to our treatment of each other as members of the ElderWood community. We may not always agree with each other, but if we treat each other with respect, recognize the value of different points of view, and remain focused on doing what's in the best interest of our residents, we will all enjoy an environment where we can be our very best and maintain ElderWood's position as a leading residential health care provider.</p>	<p>One-to-one interaction between employee and resident or family member; superimpose graphic: "Reverence for the Individual"</p> <p>B-roll of employees interacting with each other</p>
<p>17</p>	<p>Testimonial of employee(s), volunteer(s) and resident(s): Commenting on the meaning of "Reverence for the Individual".</p>	<p>Employee(s), volunteer(s), resident(s) giving testimonials</p>
<p>18</p>	<p>Narrator: You have been selected to be part of the ElderWood family because we believe you possess the talent and personal qualities that will enable you to do your job with integrity, passion for excellence, teamwork and reverence for the individual. We hope you will embrace these values right from the start and express them in everything you do.</p> <p>In turn, you can expect our commitment to helping you succeed. We will</p>	<p>Montage of scenes of employees working together, interacting with residents, families, volunteers</p> <p>B-roll of training</p>

