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Script for Marketing Video for Exigence, LLC Version 6 (rev. 5/18/06)

Scene	Audio	Video
1	<p>Dramatic music background (continues throughout board room scenario). Sound of voices coming from behind closed door:</p> <p>Board Chair: “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 VP of Medical Affairs (Bob).</p>
2	<p>VP of Medical Affairs: “<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 VP of Medical Affairs</p> <p>Cut to reaction shots of CEO, Board Chair, others</p>
3	<p>Board Member 2 (interrupting): 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>VP of Medical Affairs: I think there are <i>several</i> issues, including competency and communication...</p>	CU of VP of Medical Affairs
5	<p>Board Member 2 (interrupting): 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>CEO: 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>Board Member 4: 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>CEO: 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>Board Member 5: 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	CEO (speaking to whole Board): 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. CEO's secretary: "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	Testimonial of real hospital administrator who has had positive experience with Exigence. (Starting with "My Emergency Department <i>used</i> to have performance issues like some of these...")	Hospital administrator on camera
13	On-camera host: 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. We'll take just a few minutes of your time to explain how our approach will deliver the performance you're looking for. 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	Testimonial of satisfied hospital administrator.	Hospital administrator
15	Deleted (combined with Scene 13)	
16	VO: Exigence is a truly unique, physician-owned partnership with the resources and infrastructure of a national organization. We are an Emergency	On-camera host; cut to B-roll of Exigence office building; positive ED scenes

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	Medicine management company, not just a staffing company. We manage Emergency Departments in several states and we've built a reputation as positive change agents, with a client-centered focus that emphasizes quality care, patient satisfaction, and positive financial performance. We have a proven success model and a great track record. In fact, we've never lost a contract.	
17	Testimonial of satisfied hospital administrator	Hospital administrator
18	<p>VO: Our unique approach to Emergency Department management is based upon six principles:</p> <ul style="list-style-type: none"> • We transform the culture within the emergency department by changing leadership, beliefs and values as well as ensuring accountability. This is accomplished with a strong VP of Medical Affairs and Exigence's corporate entrepreneurial leadership. • We achieve Service Excellence through the creative design and implementation of clinical, customer service and management programs. Execution of such programs allows for efficient and effective delivery. Emergency Department performance is compared against national operational, performance and quality benchmarks. Our focus is on reducing clinical and operational cycle time, enhancing patient and medical staff satisfaction and physician productivity. • We partner with national leading organizations to implement aggressive risk management and patient safety programs as well as comprehensive compliance programs. The ultimate goal is to minimize your financial and legal exposure. • We have successfully recruited the very best physicians by implementing an inspired physician ownership model and ensuring physicians a vested interest in the success of the ED. This allows for better integration into your hospital community. 	<p>On-screen graphics</p> <p>Leadership that Transforms Culture</p> <p>Service Excellence & Execution</p> <p>Managing Risk, Patient Safety & Compliance</p> <p>Medical Excellence, Physician Ownership & Integration</p>

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	<p>your hospital community.</p> <ul style="list-style-type: none"> • Our proven staffing model is driven by demand capacity management with the goal of achieving a “high-touch and efficient” clinical environment. ▪ We fully engage with our hospital partners through regularly scheduled management meetings, collaboration on strategic initiatives, organizational goal alignment and benchmark reporting. 	<p>Demand Capacity Management Staffing</p> <p>Collaboration & Goal Alignment</p>
19	Testimonial of satisfied hospital administrator	Hospital administrator on camera
20	<p>Spokesperson: Essentially, there are four significant results you can expect if you choose Exigence to manage and staff your Emergency Department:</p> <ol style="list-style-type: none"> 1. Superior patient & medical staff satisfaction 2. The highest quality emergency medical care 3. Optimal departmental operating efficiency 4. Enhanced financial performance 5. Effectively manage risk and patient safety 	<p>Spokesperson on camera, replaced by graphic or remaining on camera while graphics are added next to him</p> <p>Results You Can Expect from Exigence:</p> <ol style="list-style-type: none"> 1. Superior patient & medical staff satisfaction 2. The highest quality emergency medical care 3. Optimal departmental operating efficiency 4. Enhanced financial performance 5. Effectively manage risk and patient safety
21	<p>Dr. Lee: I am Dr. Frank Lee, Vice President of Medical Affairs for Exigence.</p> <p>Our mission is to provide expert emergency medical care appropriate to the ever-changing needs of your community.</p>	Dr. Lee on camera

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	<p>We achieve this through recruiting the highest quality of physicians, implementing innovative quality programs, measuring and improving clinical outcomes, and implementing best practices.</p> <p>Our physician partners have an extensive breadth and scope of emergency medicine training and experience which is demonstrated in our practice of the newest treatments and procedures. Our care is delivered with compassion, empathy, privacy and the respect for each individual’s dignity.</p> <p>Let us assist you in delivering superior patient and medical staff satisfaction.</p>	<p>b-roll of physicians in ER environment</p> <p>Back to Dr. Lee on camera</p>
<p>22</p>	<p>Dr. Daniel: I’m Dr. Gregory Daniel, CEO of Exigence. We believe the Emergency Department is the real “front door” to your hospital, that first impressions are lasting and that patients’ perceptions <i>are</i> reality. We also believe that superior medical care, high patient satisfaction, and excellent financial performance can all be achieved in the same Emergency Department. We believe this because we have helped our clients accomplish these goals.</p> <p>I invite you to give us a call and find out how we can make this happen for your hospital.</p> <p>(Music up and out)</p>	<p>Dr. Daniel on camera</p> <p>Graphic: Exigence logo 6245 Sheridan Drive – Suite 212 Williamsville, NY 14221 (716) 204-4500 www.exigencellc.com</p>