

Blue Cross and Blue Shield of Florida (Excerpt)
Health Options Video for Duval County School Board
by Tom Schroepel

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APPROXIMATE RUNNING TIME: 14 minutes

TECHNICAL TERMS

SYNCSOUND - you see and hear a person on camera

VOICEOVER (V.O) - you hear a person's voice but do not see him.
Essentially the same as narration. Unless specifically marked as
(V.O.), all dialogue is syncsound on camera.

MASTER SCENE - indicates a scene in which only important actions and
movements of the players are described. In the final video,
appropriate wide shots, closeups, and other shots will be included.

PRINCIPAL PLAYERS

MARY: White female, mid-30's, dressed as teacher or administrator

MRS. JOHNSON: black female, fiftyish, dignified and professional

SUPPORTING PLAYERS:

GEORGE: White male, 40-ish, dressed as teacher or administrator

COWORKERS: 5 or 6 representative school board employees, with
appropriate mix of age, sex, worker type, and ethnicity.

CUSTOMER SERVICE REPS #1-5 - real BCBS employees

-VIDEO-

-AUDIO-

FADE IN ON

1 A montage of shots of representative school board employees working. We will shoot them from dramatic camera angles so they all look like heroes.

NARRATOR (V.O):
Every day, some 12,000 men and women work hard to provide quality education for the children of Duval County. We believe these men and women deserve the same hard work, the same quality, from their health care plan. That's a promise from Blue Cross and Blue Shield of Florida, in partnership with the Duval County School Board.

2 A pretty low wide angle shot of students arriving at school.
SUPER title:

Blue Cross and Blue Shield of Florida
present

DISSOLVE to new title:

Health Options
for the Employees of
The Duval County School Board

CUT TO

-VIDEO-

-AUDIO-

3 WIDE SHOT. A group of representative school board employees sitting around a table in a cafeteria. They are looking at and discussing BCBS health plan literature as they eat. As George talks, The other folks around the table appear slightly confused, alternately paging through the literature and looking up at George. MARY has her purse on the table in front of her.

GEORGE:

It's really not that complicated. Look here. Once you extrapolate the projected cost ratio over a given period of time, then take into consideration every possible eventuality in terms of what could or could not happen, your net cost comes out to be...huh...let me see...

Somebody got a pencil?

4 CLOSEUP. MARY. She frowns in confusion at George's explanation.

5 CLOSEUP. GEORGE. Now he really is speaking gibberish!

GEORGE:

You take your furshlinger marvish goodaster for lunkie fallibacity. Meeslar into the lawser function and beevish it up as per the captitated leevugad...

6 CLOSEUP. MARY. We hear her thinking.

MARY (V.O.) with slight echo:

Gee, I'm confused. I wish someone could really explain this health plan to me...

(CONTINUED)

-VIDEO-

-AUDIO-

6 CONTINUED:

Someone like old Mrs. Johnson
back in junior high. If she
could make algebra
understandable, she could
surely explain a health
plan...

RIPPLE DISSOLVE OR OTHER
VISUAL TRANSITION TO

[APPROPRIATE SOUND EFFECT]

7 MASTER SCENE. Old-fashioned
classroom with blackboard and
teacher's desk. MARY, holding
her purse, stands next to MRS.
JOHNSON at the front of the
room. MRS. JOHNSON is an
elderly black woman wearing
old fashioned clothes and
glasses. Her hair is in a
schoolmarmish bun. She speaks
in a precise manner. On the
teacher's desk are the Health
Options member handbook, the
Expanded Care Directory, and
MRS. JOHNSON's purse.

MARY:

Mrs. Johnson! What are you
doing here? Where are we?

MRS. JOHNSON

I always told you, Mary
Louise: never be afraid to ask
for help. That's the only way
to learn. You asked, and here
I am. Now what's your problem,
dear?

MARY:

Oh, Mrs. Johnson, I'm really
confused about this new health
plan at work. I just can't
seem to understand it. I'm
getting a little nervous.

(CONTINUED)

-VIDEO-

-AUDIO-

7 CONTINUED:

MRS. JOHNSON:

That's only natural, dear.
Anything to do with your
health should concern you.
That's why you should only
deal with people you trust.
And you can certainly trust
Blue Cross and Blue Shield of
Florida.

8 BCBS meeting room. A group of
BCBS employees are discussing
points on an easel board.
Written across the top of the
page in large letters is:
"MAXIMIZING BENEFITS."

MRS. JOHNSON (V.O.):

To begin with, Blue Cross and
Blue Shield of Florida has
nearly 50 years of experience
in the health care business.

9 Doctor's office. A family
doctor greets a family of
father, mother, and small
child.

They have access to a large
number of primary care
physicians.

10 BCBS customer service area.
Reps working the phones.

They have thousands of
employees right in the area to
provide their customers with
fast and friendly service.

-VIDEO-

-AUDIO-

11 Nurse's station in hospital.
Man in work clothes comes up
and presents his Health
Options card.

Their Health Options HMO is
one of the largest Health
Maintenance Organizations in
the state.

12 X-ray light wall. Doctors
examine x-rays from MRI or
some other advanced technology
machine on the light wall.

And they're pioneers in the
search for new ways to provide
quality health care at the
most reasonable cost.

(ElectCare Section #1 plugs in here and replaces the following scene
down to "what an HMO is...)

13 MASTER SCENE. Back in the
classroom. Mary is now sitting
in a front row desk and MRS.
JOHNSON is perched against the
teacher's desk.

MARY:

Oh, I already knew that, Mrs.
Johnson. I've always heard
good things about Blue Cross
and Blue Shield. It's the
details that are overwhelming
me!

MRS. JOHNSON:

What sort of details?

MARY:

Well, for example, I
understand my Health Options
plan is a Health Maintenance
Organization--an HMO. I've

(CONTINUED)

-VIDEO-

-AUDIO-

13 CONTINUED:

heard several different
explanations of exactly what
an HMO is...

(Resume shared scenes after ElectCare Section #1)

MRS. JOHNSON:

There are different kinds of
HMO's, Mary Louise. And,
believe me, your Health
Options HMO is the best.

MARY:

But how does it work?

MRS. JOHNSON pauses in thought
a moment, then continues
speaking.

Hmm... Let me think of a good
analogy... Okay. Let's try
this... Your HMO is in many
ways similar to an exclusive
buyer's club, that gives you
and other members of the group
the advantages of buying
medical services in large
volume. In exchange for your
membership fee--or premium--
you get quality health care at
predictable low costs.

(CONTINUED)

-VIDEO-

-AUDIO-

13 CONTINUED:

MARY:

How low?

MRS. JOHNSON:

Well, the premiums are lower,
and there's no deductible.

MARY:

What do I have to pay?

MRS. JOHNSON:

Basically, each time you visit
the doctor, you pay ten
dollars out of your own
pocket. And that's your total
cost.

MARY:

That's all? This sounds almost
too good to be true! How do
they do it?

MRS. JOHNSON:

They do their homework.

14 Doctor's office. A nurse/
assistant walks up to female
doctor with a clipboard. The
doctor glances at the papers
with a smile, initializes the
papers, hands the clipboard
back, and walks off.

MRS. JOHNSON (V.O.):

Blue Cross and Blue Shield of
Florida negotiates fees and
costs with your doctor ahead

(CONTINUED)

-VIDEO-

-AUDIO-

14 CONTINUED:

of time, so you don't have to.
This lets the doctor focus on
your care instead of on
filling out forms.

15 Doctor's examining room. The
same female doctor from the
previous scene walks in and
warmly greets her patient, an
older woman. The doctor asks
about several ongoing health
concerns. After listening for
a few moments, we lower their
sound and hear MRS. JOHNSON'S
voiceover.

MRS. JOHNSON (V.O.):
Thanks to Health options, the
doctor can concentrate on
doing what she does best,
which is to practice medicine
and help you stay well.

16 MASTER SCENE. Back in the
classroom. Mary is sitting in
a front row desk and MRS.
JOHNSON is perched against the
teacher's desk.

MARY:
I don't know, Mrs. Johnson. My
mother always said you get
what you pay for. If I'm
paying less, am I really
getting the best care?

MRS. JOHNSON:
You certainly are. Without
question. I always say, if
something's worth doing, it's
worth doing right, and Blue
Cross and Blue Shield of
Florida does health care

(CONTINUED)

-VIDEO-

-AUDIO-

16 CONTINUED:

right. They have a vigorous program of quality assurance.

17 Montage of board-certification certificates.

MRS. JOHNSON (V.O.):
All Health Options Primary Care Physicians are board-certified. That means they've taken advanced training in their specialty and have successfully completed a standardized test developed by a board of experts in their field.

18 Doctor's office or hospital office. A BCBS employee is going over some hospital charts with a doctor or nurse. After a few moments, we lower their sound and we hear MRS. JOHNSON's voiceover.

MRS. JOHNSON (V.O.):
Blue Cross and Blue Shield of Florida's quality managers oversee every aspect of patient service to make sure everyone gets the absolute best and most appropriate care.