

VIDEO OUTLINE EXAMPLE: Family Health

<p>Video:</p> <p>VO: establishing shots of Greenville, Ohio (farms, rural roads)</p> <p>VO: waiting room, staff working, physician seeing patient (Kelly hoping you'll act as a patient so we can get b-roll)</p> <p>VO: old photos from Family Health</p> <p>VO: exterior of Family Health facility</p> <p>VO: Jim talking with Family Health staff</p> <p>VO: patient with physician</p> <p>VO: staff in the lab</p>	<p>Audio:</p> <p>Miles and miles of farmland and families...working hard day in and day out. And they often see these many miles of Darke County, Ohio when they travel to the nearest location for preventative medicine.</p> <p>Soundbite: Jean Young, CEO, Family Health Services "Explains how long Family Health has been in Darke County and how important it is to the community..."</p> <p>Nearly a third of the patients who come to Family Health Services have hypertension. Nearly 20 percent have diabetes. And while many of the patients come from diverse backgrounds, there's a solid number who turn to this federally qualified health center as their source for primary care.</p> <p>Soundbite: Jean Young "Jean describes the types of patients and their insurance."</p> <p>Since 1976, Family Health has counted on federal grant money to operate. Now more than ever with fewer doctors and hospitals in rural America, facilities like this have to be as efficient as possible with the tight budget they're given.</p> <p>Soundbite: Jon Paul Hebert, Operations Manager "We were a cost center and every dollar counts as we're working with grant funding..."</p> <p>But that changed when Medline sales rep Jim Moeder reached out Family Health.</p> <p>Soundbite: Jim Moeder, Medline Industries, Inc. "I saw the great work Family Health was doing and I also saw opportunity for them to streamline their process with patients."</p> <p>Patients can see a physician, get blood work, results all in one visit, increasing the opportunity for on-site diagnosis and treatment.</p>
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<p>VO: lab video</p>	<p>Soundbite: Dr. Carlos Menendez, Medical Director “By keeping the lab within our facility, we’re able to increase patient compliance. In many cases they don’t have access to internet or it’s difficult for them to return for an immediate follow up visit...better patient outcomes.”</p> <p>But operating a lab can be costly...</p>
<p>VO: lab video, Jim talking with Melinda</p>	<p>Soundbite: Melinda Puterbaugh, Lab Director “Talks about lab set up, what was different about working with Medline compared to previous experiences with vendors and suppliers.”</p> <p>Young says Moeder did more than just address their lab needs.</p>
<p>VO: dental clinic and behavioral health</p>	<p>Soundbite: Jean Young, Exec Director “Jim stopped in weekly or every 2 week just to see what we needed, but he also knew what was happening in the community like the opioid epidemic. He helped set up our needle exchange program.”</p> <p>Soundbite: Jim Moeder, Medline Sales Rep “it’s important to know what’s happening around the physicians you work with because you can better serve them and they can make sure they’re giving the best care to their patients.”</p> <p>Extra dollars now go to their dental clinic and behavioral health programs because Family Health’s lab now makes their facility profitable.</p> <p>Soundbite: Jon Paul Hebert “...talks about the impact of the one stop shop lab and working with Jim.”</p>