

ADA SCRIPT

Kaiser Permanente – MRI

We open to a patient sitting on an exam chair across from his doctor. The patient turns his head to look at the camera.

Man: What's a better idea for health care? What if when my doctor tells me I need an MRI...

The camera pans over to the doctor.

Dr. Kwok: You need an MRI.

The video turns into claymation. We see the doctor's hand reach into his lab coat pocket to pull out an MRI script. The arm stretches across the exam room, past cabinets and an office desk with piles of papers.

Man: Nothing got in the way of it, or slowed it down.

The arm continues to stretch past various referral scripts scattered on a desk and under a magnifying glass, continuing to stretch across a long desk where we see multiple shots of hands using stamps that read "Denied" on operation and claim requests.

Man: Instead, it just happened.

The stretched arm is shown entering an MRI exam room placing the MRI referral script on an inbox. The claymation arm points his index finger to transition the video back to live action.

We see an MRI technician welcoming the patient into the MRI exam room.

VO: If your doctor decides you need an MRI, you get an MRI.

VO: That's integrated care from...

VO: Kaiser Permanente. A better idea for health care.

The Kaiser Permanente logo is shown against a blue background. Text reads, "A better idea for health care".