

**MEDICAL MIRACLES:  
Healthcare: Only a Click Away**

**SUBMITTED VERSION**

**4/29/05**

**Medical Miracles: Healthcare: Only A Click Away.**

Submitted Version

4-29-05

|   | <u>VIDEO</u>   | <u>AUDIO</u>   |     |
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|   | <u>SEGMENT 1</u>   | <u>SEGMENT 1</u>   |     |
| 1 | Graphic: CCF Disclaimer  | (ANNOUNCER'S VOICE)<br>The following program is sponsored by the Cleveland Clinic.   | :10 |
| 2 | <i>OPENING MONTAGE<br/>GRAPHICS</i>  | <i>MUSIC UP</i>  | :06 |
| 3 | Long aisle shot of paper files   | (MONICA'S VOICE)<br>The revolution has begun...  | :   |
| 4 | Mixed with Dr. Wilkoff on camera   | <b>DR. WILKOFF: "This is really just the beginning..."</b>   | :02 |
| 5 | Dr. Bronson on camera<br><br>Montage of doctors, staff<br>And patients on computers.   | <b>DR. BRONSON: "The revolution of health care is upon us and this is going to be the thing that is going to promote better coordination of care, better quality of care, and I think in many ways it can help push us to more cost-effective care."</b> | :12 |
| 6 | Artsy computer shot<br>Mixed with patients on computers.<br>Surgery shots....<br>Internet shots.<br><br>Old archive pix-mixed<br>With modern shots...<br>And computer motif. | Computers empowering people....<br><br>...Doctors fighting to save lives....<br><br>...Patients finding solutions...<br><br>...The medical world is changing before our eyes.  | :12 |

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| 7  | Dr. Miller on Camera<br><br>More patients on internet                | <b>DR. MILLER: “The internet has had an enormous impact on medical care and also on patient’s interest in becoming more involved in their own care.”</b>  | :09 |
| 8  | Keyboards/monitors<br>And drugs...                                   | (MONICA’S VOICE)<br>Medicine and technology are merging to keep patients safer.   |     |
| 9  | Dr. Harris on camera   | <b>DR. HARRIS: “Patients used to have to worry about receiving the wrong dose of medication simply because they couldn’t understand someone’s handwriting. When you have an electronic medical record, you no longer have to worry about that.”</b> | :14 |
| 10 | Doctor and patient together in<br>An office.                         | (MONICA’S VOICE)<br>Patients and doctors are forming alliances to combat disease.   | :05 |
| 11 | Lynn on camera   | <b>LYNN: “ I believe its helping people make choices in their health care.”</b>   | :04 |
| 12 | DR. Juhasz on camera<br><br>Lynn with Doctor<br><br>Lynn on computer | <b>DR. JUHASZ: “Lynn is really empowered now to make changes in her health. (cut to) I feel like am able now to be the coach. But really, (cut to) Lynn has to make the decisions about her health.”</b>  | :11 |
| 13 | Artsy shot of computer<br><br>CUT TO: Mouse.                         | (MONICA’S VOICE)<br>Experience the revolution....<br>It's only a click away....   |     |
| 14 |  | <b>NAT: CLICK</b>   | :   |
| 15 |  | MUSIC SWELLS  | :05 |

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| 16 | <p>Monica appears on a computer desktop screen:</p> <p>Super:<br/>Monica Robins<br/>WKYC Health Anchor</p> | <p>(MONICA ON CAMERA)<br/>Hello, I'm Monica Robins. Today we will show you how the internet is changing our world. We will explain how your medical record will go from a paper file to an electronic database that could ultimately save your life no matter where you are. And we will witness how technology brings doctors closer to patients, improving the quality of their lives and ultimately making them safer. In this edition of Medical Miracles.</p> | :20 |
| 17 | Frieda in house  | NAT SOUND  | :02 |
| 18 | Frieda sitting looking very ill.   | <p>(MONICA'S VOICE)<br/>Frieda Skarloff was in trouble. She had put off heart surgery while caring for her seriously ill husband.</p>  | :06 |
| 19 | Sequence of Frieda looking ill.  | <p>(MONICA'S VOICE)<br/>Her family watched as her condition grew worse. They finally determined it was time for her to have her surgery. So, they took her to their local hospital in the suburbs of Philadelphia, Pennsylvania.</p>   | :10 |

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| 20 | Wheels of gurney going down hallway...                              | (MONICA'S VOICE)<br>The surgeon told the family that the by-pass and valve replacement procedure would take about 10 hours.   | :06 |
| 21 | Lynn on camera:<br>Super:<br>Lynn Oxenberg<br>Freida's daughter     | <b>LYNN: All of a sudden within an hour, I would say an hour or two, the doctor appeared and I knew right away that something was wrong.</b>  | :07 |
| 22 | Larry on camera:<br>Super:<br>Larry Oxenberg<br>Freida's son-in-law | <b>LARRY: "The decision was basically, that they weren't going to do the operation because her heart was so calcified that the doctors just refused to touch it."</b>   | :09 |
| 23 | Lynn on camera  | <b>LYNN: "They didn't give us a whole lot of hope. And they just...they didn't really explain what they would do but it didn't sound like it was gonna, it was going to work."</b>  | :11 |
| 24 | Larry on camera   | <b>LARRY: "They figured she was going to have a stroke or kidney failure if they tried to do the operation. So they sewed her back up and she went through recovery just as if she had gone through the operation but they never did anything."</b> | :14 |
| 25 | Frieda looking ill  | (MONICA'S VOICE)<br>It looked bleak for Frieda. The family had placed their trust into the Philadelphia hospital. Despite the disappointment, they didn't give up. Frieda's son Arthur took action.   | :08 |

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| 26 | Lynn on camera   | <b>LYNN: "He decided that there has to be a way. There can't be no answer to this problem."</b>  | :03 |
| 27 | Computer monitor<br>Shows search....<br>Reveals...<br>eclevelandclinic.org                     | (MONICA'S VOICE)<br>Arthur got on the internet. He searched using Frieda's diagnosis of aortic stenosis. He quickly found the Cleveland Clinic.  | :09 |
| 28 | Joe Turk on camera<br>Super:<br>Joe Turk<br>Director, ITD Web Team                             | <b>JOE TURK: "A lot of people are going to go online to get information to seek the best care possible. 'Cause that's really what it comes down to. When you have someone, a loved one in a serious disease, you want to know that you have done everything that you can to find the best care. This is the tool to help you do that."</b> | :16 |
| 29 | Computer screen<br>E-clevelandclinic.org<br><br>MyConsult                                      | (MONICA'S VOICE)<br>What Arthur found was e-ClevelandClinic.org. Once there he was linked to MyConsult. MyConsult is a groundbreaking technology that focuses on giving a second opinion.  | :08 |
| 30 | Dr. Schaffer on camera<br>Super:<br>Jonathan Schaffer, M.D.<br>Managing Director,<br>MyConsult | <b>DR. SCHAFFER: "We had a lot of patients who asked us a very simple question, "Do I really have to travel to get an expert opinion from one of our physicians. And we realized that the answer was, "No you really don't have to for a larger number of diagnosis."</b>  | :14 |

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| 31 | Lynn on camera   | <b>LYNN: "We couldn't get in a car and drive to Cleveland, wait and see a doctor, let him give us his opinion, come home, that wasn't going to happen."</b>   | :06 |
| 32 | Lynn on computer   | (MONICA'S VOICE)<br>Lynn gathered all of Freida's tests, records and medical history. She filled out the MyConsult questionnaire and waited for an answer.  | :07 |
| 33 | Lynn on camera   | <b>LYNN: "I'm thinking, I cannot believe we're doing this. There is no way over the internet they're going to be able to tell anything."</b>  | :06 |
| 34 | MyConsult staff on computer and giving charts to Dr. Schaffer.                     | (MONICA'S VOICE)<br>The staff at MyConsult made sure that Frieda's information was put in the right hands.  | :05 |
| 35 | Dr. Schaffer on camera<br><br>Physicians looking at charts<br><br>Lynn on computer | <b>DR. SCHAFFER: "When the records come in, we go through them, we help to organize them...(cut to)...The records are then sent to the appropriate physician...(cut to) and then have it reviewed to give the patient the best options that may be available. Be they medical or surgical. And then the patient is able to review the consultation online."</b> | :18 |

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| 36 | Lynn on camera          | <b>LYNN: "They sent us a lengthy report and we all read through it. And when my Mom was feeling well enough she read through it."</b>   | :15 |
|    |                         |   |     |
| 37 | Larry on camera         | <b>LARRY: "These are the only guys that actually said we may have an operation that can save her, we're willing to give it a shot. Everybody else was like...she is going to die, basically."</b>   | :14 |
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| 38 | Frieda sitting in chair | (MONICA'S VOICE)<br>Before the family decided what they should do, Frieda made the decision for them.   | :05 |
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| 39 | Lynn on camera          | <b>LYNN: "She said take me to Cleveland. And her words were, "kill me or cure me". She said if they give me a chance I cannot live like this, I'm not going to live like this. So if I have a little chance of life just take me and cure me or not."</b> | :14 |
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| 40 | Lynn on computer        | (MONICA'S VOICE)<br>Lynn contacted the Cleveland Clinic to tell them that they agreed to go ahead with their recommendations of surgery.  | :06 |
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| 41 | Larry on camera                              | <b>LARRY: “Because she was an “e-patient”, because she was on-line a patient, she was a patient...she was already there. They had all of her records. Every time she had a record we would send it there. And so, they kept up. I think they did a better job keeping up than her own family doctor with her situation.”</b> | :17 |
| 42 | Still of Frieda                              | (MONICA'S VOICE)<br>Now it was a matter of getting Frieda to Cleveland. A plane was sent to pick up both Lynn and Frieda and bring them to the Cleveland Clinic.   | :05 |
| 43 | Larry on camera                              | <b>LARRY: "When we put her on that plane she had had less than a week to live. "</b>   | :07 |
| 44 | VO of surgery                                | (MONICA'S VOICE)<br>The clinic's surgeons used their expertise to successfully perform the by-pass and valve replacement.  | :05 |
| 45 | Frieda at home                               | <b>MUSIC UP:</b>   | :03 |
| 46 | Frieda in her kitchen<br><br>Frieda at rehab | (MONICA'S VOICE)<br>To the delighted surprise of friends and family, Frieda is still alive...<br><br>And she's “rehabbing” her way back to a healthy and quality life  | :05 |
| 47 | Instructor gives instructions                | <b>NAT FROM REHAB</b>  | :03 |

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| 48 | Frieda on camera<br>Super:<br>Frieda Skarloff                               | <b>FRIEDA: "It feels good that I can walk, you know, even my talking, even my speech was slurred, you know, that's not like me."</b>  | :10 |
| 49 | Larry on camera<br><br>Frieda gets out of car                               | <b>LARRY: "I think it's amazing. Just the fact that she gets out of the car and shuffles into rehab and I have to say, see you in an hour (laughs), it's great."</b>  | :10 |
| 50 | Joe Turk on camera  | <b>JOE TURK: "This has been one of the best things that I've done in my life so far. From the feeling of worth, I started on this project in 2000. I've have been with it ever since it was conceived. We brought this thing to life and we are continuing to make it better. For me, it's very rewarding."</b> | :18 |
| 51 | Lighting candle   | <b>(NAT SOUND) - PRAYER</b>   | :03 |
| 52 | Family prays<br><br>Family at table eating.                                 | <b>(MONICA'S VOICE)</b><br>For the family, the best moment hasn't happened yet. The upcoming bar mitzvah of one of their nephews, in California, will be blessed by Frieda's presence. And signal the full return of their beloved mother.  | :10 |
| 53 | Michelle on camera<br>Super:<br>Michelle Oxenberg<br>Frieda's granddaughter | <b>MICHELLE: "I don't think anyone really believed that it could turn out the way it did. She literally almost died a hundred times."</b>   | :08 |

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| 54 | Lynn on camera   | <b>LYNN: "It's a miracle that she's alive, it's a total miracle...her doctors here that have seen her since, her family doctor, her heart doctor, her cardiologist, the were like...whoa..."</b>  | :11               |
| 55 | Frieda with family at dinner table.  | <b>LYNN: "Every time I tell the story people they just look at me and they say, "It's a miracle isn't it? That your mother is alive?", and I say it is, it is..."</b>   | :07<br>015707-H21 |
| 56 | DIP TO BLACK   | MUSIC FADES OUT   | :03               |
| 57 | CLOSING BUMP UP:   | CLOSING BUMP UP:  | :02               |
| 58 | <b>GRAPHIC (CRAWL):</b><br>For more information: call toll free 866-819-8326 or log onto <a href="http://eclevelandclinic.org">eclevelandclinic.org</a> or <a href="http://wkyc.com">wkyc.com</a> .<br>Patient on the internet<br><br>Merle using Carelink | Next:<br>Imagine looking at your own medical record, anytime you wanted.<br>It's not science fiction.<br>It's already available.<br>And later: Patients are plugged in and monitored thousands of miles from a doctor. Allowing them to live a normal life. | :14               |
| 59 |  | FADE OUT  | :03               |
| 60 |  | CCF COMMERCIAL OVERALL  | :30               |
| 61 |  | HEART ASSOCIATION PSA   | :30               |
|    |  | <b>SEGMENT TIME:</b>  | <b>8:25</b>       |
| 62 | <b>COMMERICAL BREAK #1</b>   | <b>COMMERCIAL BREAK #1</b>  | <b>1:02</b>       |
|    |  | <b>RUNNING TIME</b>   | <b>9:27</b>       |
| 63 | OPEN BUMP  | FADE UP:<br>OPEN BUMP   | :06               |

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| 64 | <p>Monica on camera</p> <p>Super:<br/>Monica Robins<br/>WKYC Health Anchor</p>                              | <p>(MONICA ON CAMERA)<br/>A needle in a haystack.<br/>Finding your personal medical record, in one of these folders, could be an enormous task.<br/>But this is the way it is for most hospitals throughout the United States.<br/>Until now....</p>  | :13  |
| 65 | <p>Dr. Miller on camera:</p> <p>Super:<br/>Holly Miller, M.D.<br/>Managing Director, MyChart</p>            | <p><b>DR. MILLER: “You’ve seen the medical records department and how humongous it is, well imagine all of that information being stored on the size of a server that is roughly the size of a larger refrigerator.”</b></p>  | :12  |
| 66 | <p>Computer room</p>  | <p><b>NAT: Hum of computer</b></p>  | :02  |
| 67 | <p>Animation....<br/>Paper chart....<br/>Electronic chart...</p>  | <p>(MONICA’S VOICE)<br/>Computer technology is transforming your paper chart into electronic data called the electronic medical record.</p>   | ::07 |
| 68 | <p>Dr. Bronson on camera:</p> <p>Super:<br/>David Bronson, M.D.<br/>Chairman, Regional Medical Practice</p> | <p><b>DR. BRONSON: “ The electronic medical record is a system of a manage medical information in the modern world, it really pulls it into a computer format so that it can be accessed from anywhere but also allows you to categorize things in ways to make a more retrievable and usable.”</b></p> | :15  |

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| 69 | Monica on camera:<br>Paper file records room.   | (MONICA ON CAMERA)<br>And how safe is an electronic medical record?<br>If someone opened up one of these files, who would know?<br>With a computerized system, you need a password to get in... with out it...(CAMERA WHOOSHES AWAY)...you can't take a look.   | :14 |
| 70 | Mary Partin on camera<br><br>Super:<br>Mary Partin, Ph.D.<br>Director, ITD Clinical Systems | <b>MARY PARTIN: "In addition to having you have a password to log in, the computer system keeps track of everyone who looks at a patient's record. When they looked at it. And even what parts of the record they looked at, what kind of information they saw. You can't do that with the paper world. So it really is a better way to keep your records private."</b> | :   |
| 71 | Computer room.<br><br>Patients with doctors.  | (MONICA ON CAMERA)<br>Security is a top priority. For the medical community, patient care continues to be paramount. The government is interested in making both possible.  | :09 |
| 72 | President Bush summit video   | (MONICA'S VOICE)<br>Recently President George W. Bush came to the Cleveland Clinic to meet with physicians and spearhead the electronic medical record revolution.  | :08 |

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| 73 | President Bush on camera  | <b>PRESIDENT BUSH: “If you go to Florida and you get into an automobile accident, an electronic medical record means that your data to the doctor in the emergency room is transmitted, just like that.”</b>  | :10 |
| 74 | Dr. Harris on camera at summit.<br><br>Super:<br>C. Martin Harris, M.D.<br>Executive Director, e-Cleveland Clinic | <b>DR. HARRIS: “The electronic medical record is more than just converting paper into digital information. What it is... is a change in the culture of medical practice so that we begin to think about using information in real-time and sharing that information for the benefit of our patients. Now we do need computers to get the information in but once it’s in... the real value is in what we can do with it.”</b> | :25 |
| 75 | Computer screen...<br>MyChart   | (MONICA’S VOICE)<br>And what the Cleveland Clinic did with it was create MyChart. A personalized portal to your own medical record.   | :06 |
| 76 | Dr. Bronson on camera   | <b>DR. BRONSON: “MyChart is a wonderful way for patients to get involved in this process by having access to their own health information, particularly medications, reminders for health maintenance activities, health education and the ability to request things that they may need such as their next appointment or a refill on medications.”</b>   | :16 |

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| 77 | Computer screens<br>Patients on computer                  | (MONICA'S VOICE)<br>MyChart and e-Cleveland Clinic.org has empowered patients by giving them quick access to information about their own medical questions.        | :06 |
| 78 | Patty at President's summit.                              | (MONICA'S VOICE)<br>Patty McGinley found out that she had high cholesterol. She used web links in MyChart to learn about her condition.                            | :05 |
| 79 | Patty on camera<br>Super:<br>Patricia McGinley<br>Patient | <b>PATTY: "I understood. And I was just totally educated by this MyChart, that I had never thought I would use so it was a great experience."</b>                  | :11 |
| 80 | Doctors with patients in office using computer            | (MONICA'S VOICE)<br>Because of these new innovations, patients and doctors create teamwork.  | :04 |
| 81 | Dr. Cooper on camera with patient.                        | <b>DR. COOPER: (to patient) "They give us the summary of what is going on..."</b>  | :12 |
| 82 | Dr. Goodman on camera                                     | <b>DR. GOODMAN: "It turns it into an interactive document that the patient and the physician can work collaboratively. They work together on the health care."</b> | :07 |
| 83 | Patient on internet                                       | (MONICA'S VOICE)<br>A patient can log on any time, day or night, and check the status of their medical record.   | :04 |
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| 84 | Dr. Harris on camera                                     | <b>DR. HARRIS: “And it really empowers the patient to become a partner in the medical decision-making process.”</b>  | :11 |
| 85 | David Deming in art studio.                              | (MONICA’S VOICE)<br>Just ask David Deming.<br>- nat sound –<br>He’s an artist who successfully battled a tumor on his wrist. He uses his medical history to keep a better eye on of his present health.  | :09 |
| 86 | David on camera<br><br>Super:<br>David Deming<br>Patient | <b>DAVID DEMING: “When was the last time I had a physical, you know, when was the last time I needed these things checked on. And sure enough, as soon as I registered from MyChart. I realized that I skipped a year for my annual physical and immediately made an appointment with the doctor.”</b> | :15 |
| 87 | Lynn doing her glucose test.                             | (MONICA’S VOICE)<br>Lynn Frizell has diabetes. She uses MyChart to follow her progress and carefully monitor her glucose levels.   | :09 |



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| 88 | <p>Lynn on camera</p> <p>Charts on computer</p> <p>Lynn on computer</p> <p>Dr. Juhasz on computer</p> | <p><b>LYNN: “It has made me see what direction I’m going in, and to take a little more care and thought into my habits that effect my reading (cut to) because you’re visually able to see right in front of you the trends and knowing that if you put in a high reading that your doctor is going to see it, and question you. I think its just a big help to stay on the right track.”</b></p>              |     |
| 89 | Computer parts...   | <p>(MONICA’S VOICE)<br/>Because the internet is not landlocked, boundaries between patients and Cleveland Clinic facilities are disappearing.</p>  | :04 |
| 90 | <p>Dr. Bronson on camera</p> <p>Pulls back to reveal map Of Clinic campuses.</p>                      | <p><b>DR. BRONSON: “It allows us to be integrated as one continuous medical group. No matter where you are seen. So, a patient can be seen at Westlake, on the main campus, or in Solon, and perhaps for some reason may be seen in all three places. The information is available for those physicians is exactly the same so they have ready access to all the information wherever it is gathered.”</b></p> | :18 |
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| 91 | Pharmacy shots<br><br>Drugs....<br><br>Computer screens. | (MONICA'S VOICE)<br>Keeping patients safe from drug interaction is one of the benefits of an electronic medical record. The computer automatically "cross checks" every combination of drugs that a patient is taking.  | :11              |
| 92 | Dr. Harris on camera                                     | <b>DR. HARRIS: "In a hospital, we give a lot of mediations every day. In fact, we do tens of thousands of times. Anytime you have a process that happens that frequently, there can be errors. Preventing those kinds of errors from happening in a hospital truly saves lives because these are life-threatening doses of medications that could be given in error."</b> | :24              |
| 93 | Research labs<br><br>Computer data                       | (MONICA'S VOICE)<br>Future life saving drugs may be available sooner because of the electronic medical record. The Cleveland Clinic has developed "e-research" to help scientists get data quicker, easier and more accurately.   | :11              |
| 94 | Dr. Harris on camera                                     | <b>DR. HARRIS: "I think it can revolutionize research as it is revolutionizing the practice of medicine."</b>   | :08<br>070208-H4 |

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| 95  | Dr. Jain on camera<br><br>Super:<br>Anil Jain, M.D.<br>Internal Medicine  | <b>DR. JAIN: “The accumulated data, that’s in an electronic medical record helps us to design better research protocols and down the road that helps all patients, who will then benefit from enhanced, more efficient, less expensive clinical research that brings about new and innovated discoveries.”</b>   | :18 |
| 96  | Montage of archive pictures<br><br>Animation<br>Patient on computer.<br>Doctor on computer.<br><br>Clicking mouse | (MONICA’S VOICE)<br>The wave of change will affect us all.<br>In the past, doctors made house calls. Now, doctors will reside in your PC or laptop and have access to your records twenty-four hours a day. Your medical care will literally be, just a click away.  | :13 |
| 97  | David Deming on camera  | <b>DAVID DEMING: “I found it pretty easy. It’s step 1-2-3.”</b>  | :03 |
| 98  | Lynn Frizzell on camera   | <b>LYNN: “I believe it actually has made my life easier because I don’t have to visit the doctor as often.”</b>  | :07 |
| 99  | Dr. Miller on camera<br><br>Patients on computer.<br><br>Patients with doctors.<br><br>People enjoying life...    | <b>DR. MILLER: “I truly believe that supplying patients with their health information and empowering patients to get the information they need to make decisions about lifestyle choices, and about their own health care will enable them to make more appropriate choices to become the leader of their health care team and to really make decisions that will affect their whole lives.”</b> | :26 |
| 100 | DIP TO BLACK  | MUSIC FADES OUT  | :03 |

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| 101 | CLOSING BUMP UP:  | CLOSING BUMP UP:  | :03   |
| 102 | <p>GRAPHIC (CRAWL):<br/> For more information: call toll free 866-819-8326 or log onto <a href="http://eclevelandclinic.org">eclevelandclinic.org</a> or <a href="http://wkyc.com">wkyc.com</a>.<br/> Graphic of heart beat.<br/> Merlin Mead dialing up...</p> | <p>(MONICA'S VOICE)<br/> Next: Doctors can check a heart beat thousands of miles away, anywhere in North America...<br/> Dialing up patients...<br/> When Medical Miracles continues....</p>  | :06   |
| 103 | FADE OUT:   | FADE OUT:   | :03   |
| 104 | CCF COMMERCIAL  | CCF COMMERCIAL  | :30   |
|     |   | SEGMENT TIME:   | 7:30  |
| 105 | COMMERICAL BREAK #2   | COMMERCIAL BREAK #2   | 1:02  |
|     |   | RUNNING TIME:   | 17:56 |
|     | SEGMENT THREE   | SEGMENT THREE   |       |
| 106 | TITLE GRAPHIC   | MUSIC   | :10   |
| 107 | <p>Background is in time lapse.<br/> Monica is real time.<br/> Super:<br/> Monica Robins<br/> WKYC-TV Heath Anchor</p>  | <p><b>MONICA ON CAMERA:</b><br/> <b>"While our lives...and the world seem to be speeding up. Patients and doctors are trying to keep up by integrating technology into medical care.</b></p>  | :07   |
| 108 | <p>Security system in home....<br/> Pacemaker clinic...</p>   | <p>(MONICA'S VOICE)<br/> Security systems can keep your house safe when you are away on vacation. Doctors have created a security system for patients to be safe when they are away from their doctor. It is a service called MyMonitoring.</p> | :11   |

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| 109 | <p>Dr. Harris on camera</p> <p>Super:<br/>C. Martin Harris, M.D.<br/>Executive Director, e-clevelandclinic</p>         | <p><b>DR. HARRIS: “MyMonitoring is really a function that extends the reach of the physician to the patient’s home or wherever they might be. So that in fact, physiologic data or data about the health status of a patient can be assessed on a continuous basis. Not just when the patient is in my office.”</b></p> | :19 |
| 110 | <p>Exterior of Clinic<br/>Pulls into<br/>Map of North America.</p>   | <p>(MONICA’S VOICE)<br/>The reach of the Cleveland Clinic has spread to the entire North American continent to help patients with pacemakers, defibrillators and resynchronization devices.</p>   | :08 |
| 111 | <p>Shot of Merlin,<br/>Shot of Sherri,<br/>Each gets put on a map to show locations.</p> <p>VO of Carelink machine</p> | <p>(MONICA’S VOICE)<br/>Merlin Mead lives in Arizona....<br/>Sherri Rhodes lives in Ohio...<br/>They both use a device called Carelink. A small, answering machine-sized device to upload and transmit vital information to their doctors at the Cleveland Clinic.</p>  | :12 |
| 112 | <p>MAP....<br/>Animation</p>   | <p>(MONICA’S VOICE)<br/>With it they can travel anywhere in North America as long as there is a phone line.</p>   | :05 |

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| 113 | <p>Dr. Wilkoff on camera</p> <p>Super:<br/>Bruce L. Wilkoff M.D.<br/>Director of Cardiac Pacing and<br/>Tachyarrhythmia Devices</p> <p>Dr. Wilkoff appears in a box<br/>And Merlin appears in a box<br/>And Sherri appears in a box</p> <p>They all demonstrate the device at the same time.</p> | <p><b>DR. WILKOFF IN LAB: “It is just a small monitor, here. Hook it up to the wall through the telephone. And it’s really a very simple process. This is a wand. And this wand is simply just placed over your chest where the device is. And it communicates and once its finished communicating your done. Because the transmission doesn’t even happen at the same time, as long as it’s connected to the wall. It will send it and, if it’s busy or something it will send it again later, it’s not a problem and this can be done lots of times. It can’t be easier.”</b></p> | :37 |
| 114 | VO of pacemaker clinic.  | <p>(MONICA’S VOICE)<br/>The Cleveland Clinic pacemaker clinic receives information from pacemakers, resynchronization devices and defibrillators.</p>   | :07 |
| 115 | VO computer screens showing output.  | <p>(MONICA’S VOICE)<br/>There the doctors can determine if the pacemaker’s battery needs replacing. They can examine the heart rate of a patient. And they can see if the defibrillator has shocked the patient’s heart to put it back into rhythm.</p>   | :11 |
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| 116 | Dr. Wilkoff points to screen                             | <b>DR. WILKOFF: (pointing to monitor)”...then suddenly, the heart rate went very fast and went below this line. It is detected as a ventricular defibrillation event and then got a couple of shocks and brought it back up to where it was before.”</b>   | :14 |
| 117 | Merlin on camera<br><br>Super:<br>Merlin Mead<br>Patient | <b>MERLIN: “It is quite comforting to know that we are in the same situation as though we were in the office of the doctor. No matter where we are. In Florida, which we go to every other year or in Arizona.”</b>  | :15 |
| 118 | Dr. Wilkoff on camera.<br><br>Sherri and Merlin at home  | <b>DR. WILKOFF: “The patients have actually allowed themselves, to be to be involved with it. We actually developed better relationships. And they felt better cared for. (cut to) They knew that we were no further away than this device that collected the information and a phone call, so no matter where they where we were there for them. And it actually brought us closer together.”</b> | :20 |
| 119 | Monica in Ambulance                                      | <b>(MONICA ON CAMERA)<br/>In an emergency, calling 9-1-1 may help save lives, but the reality is, most cardiac emergencies need quicker reaction time than an ambulance can deliver.</b>   | :10 |
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| 120 | Dr. Wilkoff on camera<br><br>Video of emergency call... | <b>DR. WILKOFF: “If you have a cardiac arrest if somebody doesn’t get there within 10 minutes then your chances of surviving are almost zero. And in practice when somebody dials 9-1-1 they’re able to rescue only about five to 7% of those patients. On the other hand if you have an implanted defibrillator, and you have a cardiac arrest virtually 100% of those patients are rescued.”</b> | :25 |
| 121 | Sherry Rhodes at table                                  | (MONICA’S VOICE)<br>Sherry Rhodes trusts that her defibrillator works. Her life depends on it.   | :05 |
| 123 | Sherry talking with mother-in-law.                      | <b>NAT SOUND</b>   | :03 |
| 124 | Shot going up stairs...                                 | (MONICA’S VOICE)<br>Seven years ago, heart failure began to invade Sherry’s life. Every night, it took her thirty minutes to go up a flight of stairs to her bedroom. She was constantly fatigued.   | :10 |
|     | Husband doing laundry                                   | Her family tried to pitch in. (Nat sound)  | :03 |
|     | Playing with kids                                       | She tried to interact with her children by playing board games with them.  | :06 |
|     | Sherry watching children                                | (Nat sound)<br><br>But she was heartbroken to be on the outside looking in.  | :03 |



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| 125 | <p>Sherri on camera</p> <p>Super:<br/>Sherri Rhodes<br/>Patient</p>                 | <p><b>SHERRI: “I was pretty much told that we could do some medicines but we would probably need a heart transplant in about six months. I did not like that answer. So, I went to the Cleveland Clinic. (cut to) And I went from having the option of waiting for a heart transplant to several other options.”</b></p> | ;21 |
| 126 | x-ray of equipment  | <p>(MONICA’S VOICE)<br/>She has a pacemaker, defibrillator, and a cardiac resynchronization device implanted inside of her. MyMonitoring allows Dr. Bruce Wilkoff and his staff to make sure each one of the devices is doing its job.</p>   | ;11 |
| 127 | <p>Dr. Wilkoff on camera.</p> <p>VO – looking at screens</p> <p>Sherri at home.</p> | <p><b>DR. WILKOFF: “It allows us to detect little problems. Problems before they become big. (cut to) The monitoring, would be checked, allows us to call her and say maybe you should come in and maybe we should check out something. I’m not sure if there is anything wrong but we like to check it out.”</b></p>    | :21 |
| 128 | Sherri on Camera  | <p><b>SHERRI: “If I don’t hear from them, I know everything is okay. And I just continue on.’</b></p>  | ;08 |
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| 129 | Husband on camera<br>Super:<br>Tim Rhodes<br>Sherri's husband | <b>TIM: "It gave her life back, it gave her mobility back, it gave her strength back. So she can pretty much have a normal life again."</b>  | :08 |
| 130 | Dr. Wilkoff on camera in lab.                                 | <b>DR. WILKOFF: "By having a sort of window into her life, continuously, we can allow her that freedom and yet also be able to observe and be able to reassure her, not lightly but with real information that she's okay."</b>                          | :20 |
| 131 | Playing with daughter outdoors.                               | <b>SHERRI: "I can do whatever I want, whenever I want. (cut to) Shop for marathons on end, and run around with the kids and play basketball and volleyball, and kickball and do whatever I want."</b><br><br><b>NAT SOUND</b>                            | :21 |
| 132 | Monica in waiting room.                                       | <b>(MONICA ON CAMERA)</b><br>For the designers of MyMonitoring the goal is not just saving lives but also insuring quality of life. They believe that keeping patients safe doesn't have to include unnecessary travel, frequent visits and wasted time. | :12 |
| 133 | Dr. Harris on camera  | <b>DR. HARRIS: "We are going to move outside the four walls of the doctor's office or even the hospital and begin to think about the practice of medicine wherever the patient is. Because that's where we're trying to provide the service."</b>        | :12 |

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| 134 | Merlin walking with his wife.  | <b>MERLIN: “It is absolutely wonderful to be so ill and then feel so good again. (cut to) I feel great. Life is worth living again.”</b>   | :10          |
| 135 |  | <b>MUSIC OUT:</b>  | :03          |
| 136 |  | <b>CLOSING BUMP UP:</b>  | :02          |
| 137 |  | <b>MUSIC UP FULL:</b>  | :02          |
| 138 |  | <b>FADE OUT:</b>   | :03          |
| 139 |  | <b>CCF COMMERCIAL</b>  | :30          |
| 140 |  | <b>SHELDON ARTS PSA</b>  | :30          |
|     |  | <b>SEGMENT TIME:</b>   | <b>6:59</b>  |
| 141 | <b>COMMERCIAL BREAK #3</b>   | <b>COMMERICAL BREAK #3</b>   | <b>1:01</b>  |
|     |  | <b>RUNNING TIME:</b>   | <b>25:57</b> |
|     | <b>SEGMENT FOUR</b>  | <b>SEGMENT FOUR</b>  |              |
| 142 | <b>TITLE GRAPHIC</b>   | <b>MUSIC</b>   | :06          |
| 143 | Monica on camera in futuristic setting. JIB SHOT rises upward....<br><br>Super:<br>Monica Robins<br>WKYC Health Anchor | <b>(MONICA ON CAMERA)</b><br>The internet is changing our world, by saving lives, providing access to quality care and making our world a smaller place. It is opening doors to those who didn’t know the door even existed. | :08          |

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| 144 | <p>Dr. Schaffer on camera</p> <p>Super:<br/>Jonathan Schaffer, M.D.<br/>Managing Director,<br/>MyConsult</p> <p>Mixed with geographic shots.</p> <p>Then internet shots...</p> | <p><b>DR. SCHAFFER: “There are a lot of areas in this country, unfortunately, where medical care is not as available as perhaps it should be and so regardless of whether they’re inner urban area or rural area, the internet levels the playing field. They are able to go online and get the help they need irrespective of geography.”</b></p>   | :16 |
| 145 | <p>Dr. Harris on camera</p> <p>Super:<br/>C. Martin Harris, M.D.<br/>Executive Director, e-Cleveland Clinic</p>  | <p><b>DR. HARRIS: “I think that the general public needs to recognize that over time, they are going to become a full participant in the health-care process and information technology is going to enable that.”</b></p>  | :12 |
| 146 | <p>Patty on camera</p> <p>Super:<br/>Patty McGinley<br/>Patient</p>  | <p><b>PATTY: “It was wonderful. I went from feeling helpless to feeling in complete control of the situation.”</b></p>   | :25 |
| 147 | <p>Mary Partin on camera</p> <p>Super:<br/>Mary Partin, Ph.D.<br/>Director, ITD Clinical Systems</p> <p>Doctors and patient</p> <p>Patient on internet.</p>                    | <p><b>MARY PARTIN: “I think you should be tremendously involved with your medical record. First of all, it helps you understand and ask questions about what's going on with you. So when your doctor gives you news about some new major problem sometimes it's hard to take all of that in. You really need to be able to go back in a more relaxed setting and take another look at the information.”</b></p> | :21 |

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| 148 | Archive pictures<br><br>Mixed with modern high tech.  | (MONICA'S VOICE)<br>Previous generations of patients and doctors would be envious of the advances available today.   | :04 |
| 149 | Dr. Miller on camera<br>Super:<br>Holly Miller, M.D.<br>Managing Director, MyChart  | <b>DR. MILLER: "I will be proud of what we accomplished when I know that we are using these tools...(cut to)...to dramatically change the way people are able to manage and control their diseases."</b>   | :14 |
| 150 | Internet mixed with Frieda and family   | (MONICA'S VOICE)<br>Giving patients connections to answers that bring hope.  | :05 |
| 151 | Larry on camera<br><br>Super:<br>Larry Oxenberg   | <b>LARRY: "Because of the Internet we actually found a person, talk about a needle in a haystack, 350 million people in the United States or 400 million people in the United States. And we are able to find the one guy who does the one operation that saves her life, how cool is that. That's pretty neat."</b> | :21 |
| 152 |   | MUSIC FADES OUT:   | :05 |
| 153 | <u>GRAPHIC:</u><br><br><u>For more information:</u><br>Call toll free:<br>866-819-8326<br>Or log on to:<br><a href="http://www.elevelandclinic.org">www.elevelandclinic.org</a><br>or<br><a href="http://www.wkyc.com">www.wkyc.com</a> | (MONICA'S VOICE):<br>If you'd like more information call toll free: 866-819-8326 or log onto <a href="http://elevelandclinic.org">elevelandclinic.org</a> or <a href="http://wkyc.com">wkyc.com</a> .  | :11 |
| 154 | CREDITS<br>CRAWL:<br>For more information: call toll free 866-819-8326 or log onto <a href="http://elevelandclinic.org">elevelandclinic.org</a> or <a href="http://wkyc.com">wkyc.com</a> .   | MUSIC/CREDITS  | :20 |

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| 155 | FADE TO BLACK | FADE TO BLACK | :05   |
|     |               | SEGMENT TIME: | 2:36  |
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