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FOURTH DRAFT

VIDEO SCRIPT

Wood County Hospital The Vision for Tomorrow

January 16, 2008

	Audio	Video
		Upbeat Music
1	Through the generous philanthropy of the Fred Uhlman family and other committed citizens of the area, Wood County Hospital opened its doors to its first patient on August 14, 1951.	Historic photos, Uhlman family, headlines from the history book.
2	<i>“Philanthropy has always been an important part of Wood County Hospital. The hospital really wouldn’t exist except for the generosity of the Uhlman family and other donors throughout the area. Yet, even since then, individuals, businesses and corporations have continued to step forward and make gifts – large and small – to assist in keeping our hospital up-to-date on technology and services.”</i>	Cristy Gray on camera, then b-roll to live video of the current hospital building..
2a	<i>Hello, I’m Jerry Anderson, <title> of <station> and as a long-time resident of Wood County, it’s a pleasure to talk about Wood County Hospital, and the special benefits it brings to the people of the area.</i>	Jerry, on-camera
3	There’s a tendency to take community hospitals for granted. Like Wood County Hospital, community hospitals just always seem to be there when they are needed. Yet, over the last twenty years or so, across Ohio and the country, these community hospitals have faced sale or closure. In most cases, this can be attributed to out-of-date, inefficient hospital buildings that prevent local hospitals from keeping pace with modern technology.	Map of Ohio/United States, with disappearing dots representing closing hospital, transition to old, and abandoned hospital pictures.
4	For Wood County Hospital, local patient care means providing quality care that’s fitting for our community. 98.2% of the patients who <u>start</u> their care at Wood County Hospital successfully <u>conclude</u> their care at Wood County Hospital - without being transferred somewhere else.	Patient care b-roll. CG: 98.2% Complete Local Care
5	<i>“Besides being able to meet almost all the community’s healthcare needs, most people don’t seem to realize that a smaller, community hospital is able to offer a better service that costs less. Employers such as the City of Bowling Green understand the importance of both high quality <u>and</u></i>	Mayor Quinn, on-camera Patient care b-roll. CG: Up To 25% Less Expensive Than Hospitals in Toledo

	<i>cost containment. Ohio state health data shows that identical procedures done at Wood County Hospital often cost as much as 25% less than at hospitals in the surrounding area. Rarely, for any procedure, is the cost here higher than the same procedure in Toledo.”</i>	
6	Today, Wood County Hospital is a 95 bed hospital serving a population of over 72,000 people. Over 100,000 times each year a local patient turns to Wood County Hospital for either basic or complex healthcare.	Front of Hospital, community shot, maybe main street. Something creative with a crowded street and people walking by camera on ground?
7	<i>“I think people forget how complex healthcare has become and don’t realize that this hospital, located right here, is far more advanced than one would expect to find in a small community.”</i>	Dr. Lemon
8	Transition	TBD
9	Yet, today, Wood County Hospital faces perhaps its most critical challenges. In terms of customers, the hospital must meet the needs of patients, physicians <u>and</u> those that pay most of the medical bills in this country – the government and private insurers.	B-roll of patient care, sick patient, with doctor, maybe transition to insurance/medicare statement (complex)
10	And the challenges increase to provide technologically advanced healthcare in today’s environment where patient and physician needs have outgrown the hospital’s current building.	Historic photos morph into similar modern healthcare shot.
11	Wood County Hospital now stands on the threshold of the next generation of community hospitals by conceptualizing a \$42 million expansion and renovation building project. This project, just as the initial construction of the Hospital, will need support from the community. This building plan includes major changes to <u>four</u> particular areas of the hospital.	Front rendering of new building.
12	Transition	Video Transition: Hosp. Logo in middle surrounded by 1) start of video for ER scene, 2) start of Women’s Health, 3) start surgery video and 4) start of crowded semi-private room. Use pullout from still action for each transition.
13	Of all its healthcare services, Wood County Hospital’s life-saving Emergency Department has the most immediate and dramatic impact on the people of Wood County and the surrounding area.	Continued ER Scene
14	<i>“Efficiency in the Emergency Department is the key to faster care. For emergency patients, fast, high quality healthcare is often the difference between life and</i>	ER Patient testimonial - Deb Busdecker looking into name

	<i>death. The option of traveling even a few miles up the road is not really an option for most emergency patients.</i>	
15	It's not just about making the Emergency Department bigger. While space dedicated to Emergency Services will grow by about 20%, better technology and multifunctional equipment will increase productivity and efficiency.	Different ambulance/helicopter scene then transition to ER floor plans
16	<i>"A relatively small increase in space, combined with significant improvements in technology and efficiency will allow the number of patients that can be comfortably cared for in a year to grow from 25,000 to 35,000. This should meet the community's emergency care needs for the next 15 years."</i>	Chris Gulliver, MD
17	<Transition>	Transition screen, pullout on staged surgery scene.
18	Surgery is the lifeblood of any hospital. A quality surgery center brings new physicians to the community, keeps local patients local, and provides one of the most financially stabilizing services a hospital can offer.	Staged surgery scene with surgeon.
19	As part of a 100,000 square foot, two-story addition, Wood County Hospital's surgery area will grow from the current six surgery rooms into eleven new, state-of-the-art surgery suites including surgery rooms dedicated to cystoscopy, minor procedures, stereotactic breast biopsy and two rooms for endoscopy procedures.	Floor plan pull outs
20	<i>"Quality surgery facilities help establish confidence in the hospital and they also help attract surgeons to the area. And given that so many things in healthcare for hospitals actually lose money, hospitals need quality surgery facilities to offset those losses."</i>	Dr. Bielefeld
21	The new surgery center will allow for more surgeries each day and minimize the need to increase staff to meet growing demands. Both of these efficiencies offer patients and physicians better medical services.	Surgery b-roll.
22	<Transition>	Transition screen with pullout of Women's Diagnostic Center.
23	Streamlining women's healthcare in Wood County is the goal of the creating of the Women's Diagnostic Center at Wood County Hospital. Combining these services all in one location will allow for the convenience and privacy of our female patients.	Woman getting mammography or other health service.
24	Services that will be included in the new Women's	Floor plan pull out.

	Diagnostic Center will include mammography, bone density, ultrasound, and stereotactic breast biopsy.	
25	<i>“Providing all of the services a woman will need will provide better, more consistent, care for women and allow Wood County Hospital to do it in a cost-effective manner.”</i>	Beth Horrigan, MD
26	<Transition>	Transition screen with pullout from crowded semi-private room.
27	Creating new private, single patient rooms, with private bathroom facilities, extends beyond mere patient comfort.	Video of Semi-Private Room crowded with chaotic family and patients.
28	<i>“New federal standards emphasize privacy. Physicians visiting one patient must ensure that other patients cannot overhear their confidential discussion. Perhaps more important, infection control is easier in private single-patient rooms. Given today’s reliance on outpatient care, it’s easy to understand that today’s inpatients are much, much sicker than before, making infection control more difficult in semi-private rooms.”</i>	b roll headlines re: staph infection.
29	When patients are fighting for their lives, the love and support of family is critical in their recovery. The new single patient rooms will also accommodate family members who need to spend the night.	Singe patient room, with doctor and family comfortably in room.
30	<i>When I spent three weeks at Wood County Hospital, it would have been so important to have my family nearby, even though they lived in <state>. While my care at Wood County Hospital was great, the reality is that there was no comfortable accommodations in the hospital room for my parents and family. The new addition to the Hospital will provide that and I really think the patients will benefit the most.</i>	-Stephanie Michalski, CG: BGSU Student
31	<Transition> Music Change	Fade Up From Black
32	There are five basic reasons leaders of Wood County Hospital are undertaking this major expansion of patient care and surgery areas.	Front rendering, then add CG:s
33	The expansion will:	
34	First and foremost, improve healthcare for the patient by providing much needed space for new and improved medical services.	1. Quality Healthcare
35	and improve technology as Wood County Hospital is able to move to the next generation of high-tech healthcare.	2. State-of-the-Art Technology
36	Assist in the recruitment of additional physicians, especially medical specialists, allowing even more	3. Physician Recruitment

	patients to receive their healthcare locally.	
37	Assist in the economic development efforts of the region by providing a growing, secure, high-quality, local hospital.	4. Economic Development
38	Promote the independence and local control of Wood County by providing financial stability and operational efficiency.	5. Independence and Local Control
39	<Transition> Music Change	Fade Up From Black
40	As a non-profit, community-benefit organization, Wood County Hospital profits are <u>all</u> re-invested in new technology, services, programs, and physician recruitment. There are <u>no</u> shareholders looking to make a profit on their investments. There is <u>no</u> money going to corporate owners in another city or state. Wood County Hospital receives NO taxpayer subsidies.	B roll of hospital employees at work, lab, CT, etc. Freeze Frame, then CG
41	Medicare, Medicaid and private insurance, on average, pay less than 60 cents for each dollar that Wood County Hospital bills. The hospital's margin is less than 5% and it would take re-investing 100% of its average operating profits for as much as 10 years to pay for the \$42 million in new construction. This means that the hospital might not be able to replace other expensive medical equipment or create necessary healthcare programs and initiatives during those 10 years. Obviously, that's just not feasible.	Chart building with narration, then a circle with a slash through it over the last sentence, which would impact other health initiatives and new programs.
42	<i>With an annual payroll of approximately \$28 million, Wood County Hospital creates a substantial economic impact on our community which adds greatly to our local economy.</i>	Bill Culbertson, Jr. on-camera
43	Additionally, last year alone Wood County Hospital provided \$7.1 million in direct patient care to those people who either did not have access to insurance or could not afford care.	General b-roll of healthcare being provided. Employees
44	<Transition> Music Change	Fade Up From Black
45	To pay for the \$42 million expansion and capital improvements, the hospital will tap into several sources of funding.	Freeze frame on front of hospital
46	<i>Strong financial performance and significant financial reserves, combined with excellent leadership of a volunteer board of directors, allows us to pay for \$37 million of the \$42 million cost through bond financing and reinvesting <u>some</u> of our operating margin. Adding this new debt to the already existing debt will bring the total to the current prudent debt limit.</i>	Stan Korducki, CEO on camera, Start chart with \$37,000,000.
47	<i>Additionally, Wood County Hospital Foundation has</i>	Hugh Caumartin, on-camera, CG

	<i>committed \$2.5 million from the earnings of the Foundation's endowment – a fund built through the contributions of friends in the community and hospital earnings over the years.</i>	\$2,500,000 with \$37,000,000 from above
48	The Wood County Hospital Foundation is also launching The Vision for Tomorrow capital campaign to raise the final \$2.5 million needed to complete these extensive and important projects.	Finish Chart with \$2,500,000 for Total of \$42,000,000.
49	<Transition> Music Change	Up From Black
50	<i>Philanthropy has always been the cornerstone of the Wood County Hospital. It wouldn't be here at all without the generosity of the Uhlman family and other leading families of the area in 1951. Throughout the years, friends have stepped up and made gifts to make this hospital even better.</i>	Jim Bachman
51	It's important for people to remember how important philanthropy is to a community hospital. Wood County Hospital has to generate, and collect, \$20 in patient care revenue to generate \$1 for new technology, facilities or services. It's easy to see that philanthropy – the giving of gifts to a worthy cause – is central to maintaining the people-focused care of a great community hospital.	Chart
52	<i>Today we decide if we, as a community, have "The Vision for Tomorrow" and can do, today, what a generation did for us almost 60 years ago. Our healthcare future depends on it.</i>	Dick Edwards