

Client: ONC
Project: CONSUMER PSA
Task#: 8.4a

Title: Files
Length: :60
Date: 06/27/13

Format: Live Action



DESCRIP: Couple pulls up to medical building



VO: When you visit the doctor, do you worry that there might be something important missing?



VO: Something that could help your doctor find the best treatment plan for you?

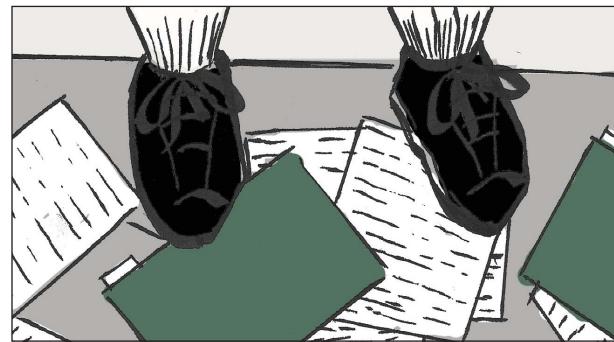


Doc: "I don't see the radiology report in your file. Did you have it sent over?"



(DESCRIP: She starts searching through the files on her lap)

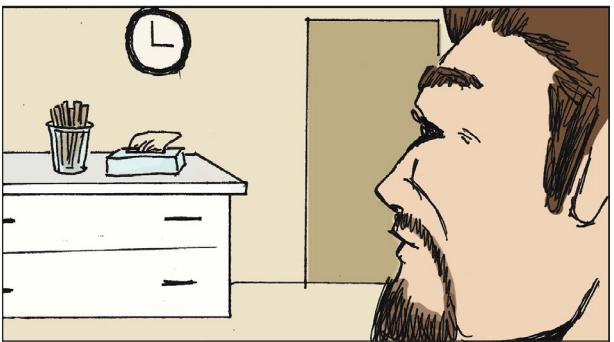
Doris: "Hold on... I have a copy...let me find that (under breath)... not there, not there..."



(Tosses file after file to floor.)



Doris: (turns to husband sitting next to her) "Did you bring it?"
Pete: "Oh, I thought you had it. Let me see..."



Pete: "Hold on."

VO: Managing your health information the old fashioned way - keeping track of every test, every report, every piece of paper - is nearly impossible.



VO: Move your medical records online - where they're available when you need them.

(DESCRIP: Pete comes back w/boxes, stacks them on desk)



Doris: (Sigh) "We brought it, just a sec."
(DESCRIP: Doris gets up, goes to window, calls down to men at truck) "Bring in 43 and 45 please."



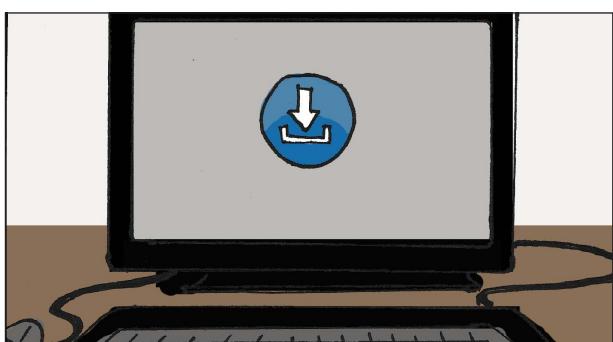
Doris: (Exasperated) "It's so hard to keep up with all the records..."



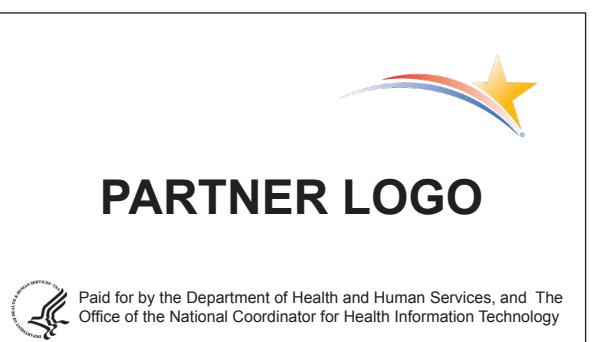
VO: With your family's health records in one online location,



...you get more peace of mind and more control over your healthcare options.



ANNCR: Electronic health records are available now. And you have every right to access them, check them, use them, and share them.



 Paid for by the Department of Health and Human Services, and The Office of the National Coordinator for Health Information Technology

Visit medicare.gov/bluebutton and take control of your health history. It's the easiest way to make sure your health future is the best it can be.



break through