

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?



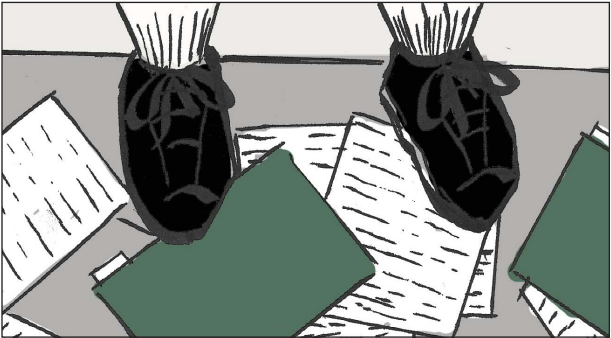
VO: Something that could help your doctor find the best treatment plan for you?



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



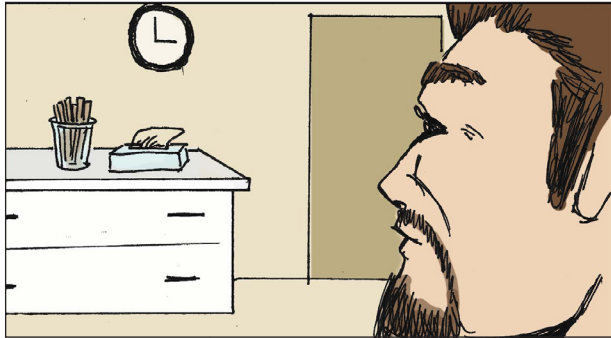
(DESCRIP: She starts searching through the files on her lap)
Doris: "Hold on... I have a copy...let me find that (under breath)... not there, not there..."



(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."



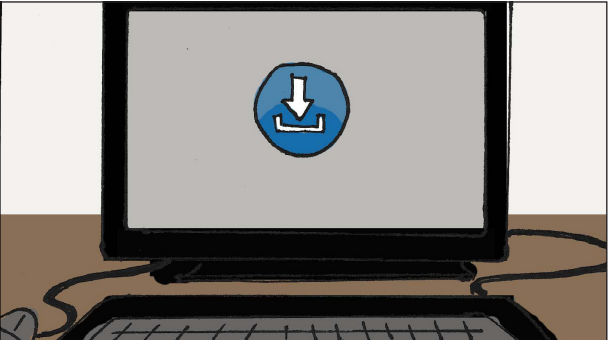
Doris: (Exasperated) "It's so hard to keep up with all the records..."



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.



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