Client: ONC Gloria Format: Live Action Title:

Project: CONSUMER PSA Length: :60 Task#: 8.4a 06/27/13 Date:



"What was the hardest issue I had to deal with when I was diagnosed with breast cancer? Pfffft. It was probably information overload."



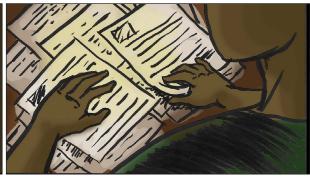
"Well, ok, ok, fear was #1! Yeah, it was fear. But making sure the different specialists and providers involved in my care were on the same page."



"That was crazy hard. And it was being on the same page that was the problem. "



"So many papers, reports, instructions...it was overwhelming '



"And I'm the one everybody leans on to keep it all straight."











"My chemo nurse Patty, such a love, bless her, told me about an app that helped me put all my electronic health information in one organized place."



deal with a mountain, no, make that a Mt. Everest to concentrate on getting well. Save your energy of paperwork."



"Fighting cancer is hard enough without having to "And honestly, it takes every bit of your strength for what's important. You. "



VO: Aetna wants you to know, the power of health is in your hands. Electronic health records are available now, and you have every right to access them, use them and share them.

(note: One of Aetna's themes is 'the power of health is in your hands', we would tailor this line for each partner.)



Visit healthit.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.

