

This is a video script I wrote for my company's booth at the 2017 HIMSS Annual Conference & Exhibition, the industry's largest health information and technology event.

On-screen text	Imagery
Transform healthcare, change lives	Text appears over high-level forest/garden/jungle-esque background, full of life/vitality/activity/movement, yet peaceful and Zen.
Find your path to growth in value-based care	Zooms into the environment, getting close to trees.
<p>The source of value-driving innovations</p> <p>Rooted in rich data</p> <p>Enriched by cognitive insights</p> <p>Sustained by hope for the future</p>	<p>Keeps zooming down to tree roots.</p> <p>Roots grow/move downward into soil (we can see them underground).</p> <p>Pans up to trunk.</p> <p>Pans up to leaves; pixelated data comes together to form leaves. Then maybe a bird or butterfly flies off into the sky (frame follows it; then white out).</p>
<p>Helping you achieve</p> <p>better health for populations</p> <p>lower costs</p> <p>informed decisions</p> <p>improved patient and consumer experience</p>	<p>Hero image footage of doctors, nurses, patients, admins, pharmacists, families, actuaries, benefits managers, govt. agency managers, etc. doing things that correspond with the copy.</p> <p>E.g., getting a physical, checking out at the admin desk, having surgery, riding bikes/doing fitness, submitting a bill, filling a prescription, etc. Include architects building a hospital/looking at blueprints to include Simpler (IFD), studying or presenting business reports, paying claims</p>
Paint a complete performance picture, across disparate data sets and systems	Show person getting blood pressure taken. BP number rises out of the medical device and joins lots of other bits of that person's data (heart rate, cholesterol, x-rays, etc.) and

	those bits of data come together to create a half-formed/pixelated image of that person running or something.
Translate data into actionable answers	The data disperses from the patient image and compiles itself into a report; we then show executives and physicians sitting in a board room discussing the report and making decisions.
Enrich care through optimized engagement and patient-level insights	Data flies out of the report and back into a monitor in a hospital room where a doctor is discussing a care plan with a patient. Can we add some kind of follow up image that incorporates the health plan?
All with the help of a single, trusted source	This is where we show the four company logos (Truven Health, Explorys, Phytel, and Simpler) forming the base of the tree that is Watson Health.
Go beyond your current limitations and reimagine the future	Zoom out from logo tree to same foresty overview as first frame; text appears over that as background.
Transform healthcare, change lives	Background fades to solid color; We show just this text but with the theme apparent.