Minnesota Alliance for Patient Safety Video Description

The following is a description of a campaign video that lasts two minutes and forty-two seconds. It briefly describes a patient safety to-do list, and why such to-dos are necessary.

It uses illustrated silhouette figures and words on the screen to reinforce what is being described in the narration. The following describes the audio and visual elements of the video.

# Audio and Video Description

Audio: Gentle music starts, and runs the full length of the video.

 Visual: Campaign logo appears. Logo has a stick figure with upraised hands, along with the following words:

**YOU: YOUR OWN BEST MEDICINE**

**www.ownbestmedicine.mn**

**Sponsored by Minnesota Alliance for Patient Safety (MAPS)**

Audio: Female narrator says, “We all know that health care is extremely complex. With all of the health care professionals on your team….”

Visual: A silhouetted, illustrated female patient figure appears, with the following words circling her: **Specialists**, **Doctors, Nurses, Pharmacists, Home Health, Physical Therapists, Complimentary Care, and NURSING Homes**

Audio: Narrator says, “…someone has to coordinate information-sharing, to maintain your health and safety. That someone…is YOU.”

Visual: Lines extend between each of those medical professions listed, and from the professions to the patient figure, so that it looks like a wheel with the word “**YOU**” as the hub.

Audio: Narrator says, “In other words, YOU are your own BEST medicine.

Visual: Names of health care team disappear. Then several arrows pointing at a female patient figure from all directions.

Audio: Narrator says, “After all, often only YOU know your *entire* health care story.”

Visual: An illustrated female figure appears on screen, with the word “**YOU”** appearing in the background. Then the following phrases appear one-by-one: **Medication history, Test history, Treatment history and Symptoms history**

Audio: Narrator says, “You may think everyone on your health care team knows everything about your health history. But even the very best health care teams sometimes have information gaps,”

Visual: An illustrated doctor figure appears. The following words scroll horizontally across the screen: **“INFORMATION GAPS”**

Audio: Narrator says, “…and information gaps put your health and safety at serious risk.”

Visual: A quote bubble appears above the doctor figure reading: **“Why wasn’t I told??”**

Below the doctor, the following words appear, one line at a time:

* **Medication reactions**
* **Diagnosis errors**
* **Treatment delays**

Audio: Narrator says, “But you have the power to be your own best medicine.

Visual: Campaign logo appears on screen. The logo has a stick figure with upraised hands, and the words: **“YOU: YOUR OWN BEST MEDICINE.”**

Then, an illustration of a male patient appears. The patient has his hands on his hips.

Audio: Narrator says, “First, gather all test results, keep them organized in one place, and share them with your health care team.”

Visual: Female patient figure appears, as words dominate the screen.

The following phrases appear on screen one line at a time:

* **GATHER ALL TEST RESULTS**
	+ **Stress Tests**
	+ **Blood Tests**
	+ **MRIs**
	+ **X-RAYS**
	+ **Physical therapy assessments**
	+ **Others**

Audio: Narrator says, “Second, keep a complete and current medication list, and always share it with your team.”

Visual: Male patient figure appears, as words dominate the screen:

* **KEEP A MEDICATION LIST**
	+ **Prescription pills**
	+ **Over-the-counter pills**
	+ **Ointments**
	+ **Eye drops**
	+ **Nose spray**
	+ **Cough syrup**
	+ **Inhaler**
	+ **Dose adjustments**

Audio: Narrator says, “Third, jot down all recommended follow-up steps, and promptly act on everything on your list.”

Visual: Male patient appears, as words dominate the screen. In sequence, checks appear in boxes next to each of the items on the following list:

**KEEP FOLLOW-UP LIST**

* **Appointments**
* **Prescriptions**
* **Lifestyle changes**
* **Treatments**
* **Exercises and stretches**
* **Care Instructions**

Audio: Narrator says, “Finally, ask about warning signs associated with your conditions, write them down so you don’t forget…”

Visual: Male patient appears, as the following words appear, one line at a time, on the screen.

* **KEEP WARNING SIGNS LIST**
* **Loss of appetite**
* **Persistent swelling**
* **Lasting pain**
* **Tight throat**
* **Others**

At the end, the words **“Loss of appetite”** are circled.

Audio: Narrator says, “…and immediately act on any problems.”

Visual: Male patient with quote bubble which reads, “**Doc, I have no appetite.”**

Audio: Narrator says, “And if you ever feel in immediate danger, call the emergency phone number -- nine, one, one.”

Visual: Male patient appears, along with a telephone handset symbol, and the words: **CALL 9-1-1**

Audio: Narrator says, “Remember, YOU have the power to be your own best medicine,”

Visual: Female patient appears, with a thought bubble reading: **“Taking control!”**

Audio: Narrator says, “All you have to do is: Gather your test results folder for your health care team, share your medications list, act promptly on your follow up list, and keep a warning signs list to closely monitor.”

Visual: Femalepatient figure is on screen, as the following phrases appear, one phrase at a time:

* **GATHER TEST RESULTS**
* **KEEP A MEDICATION LIST**
* **KEEP A FOLLOW-UP LIST**
* **KEEP WARNING SIGNS LIST**

Audio: Narrator says, “If you do those simple “to-dos,” you can help your health care team keep you healthy and safe.

Visual: Female patient figure and male doctor figure appear with a quote bubble from doctor reading: **Thank goodness you told me!**

Audio: Narrator says, “For more information about how you can be your own best medicine, go to own best medicine dot mn. And share this video with others in your life who could benefit from it.”

(Music ends)

Visual: Own Best Medicine logo appears, which contains the words:

**YOU: Your Own Best Medicine**

**www.ownbestmedicine.mn**

Following the logo, these words appear on screen:

**Sponsored By**

**Minnesota Alliance for Patient Safety**

End of video/audio description.