

Client	BCBS-IL	Writer	Jerry Soverinsky
Contact		Project	Economics of Health Care: Maximizing Your Health Care Dollar
Draft		Date	

VIDEO	AUDIO
<p>FADE IN: A piggy bank labeled "Health care costs." A penny drops in; then several; pretty soon, the pig becomes enormous.</p> <p>A magician waves his wand over the pig, but nothing happens.</p> <p>A procession of people extract money from the pig; he shrinks as they each take a coin or two.</p>	<p>VO EVERY HEALTH CARE DOLLAR PAYS FOR A LONG LIST OF PRODUCTS AND SERVICES, WITH SOME COSTS RISING MORE QUICKLY THAN OTHERS. THE RESULT IS A HEALTH CARE DOLLAR THAT'S BEING STRETCHED LIKE NEVER BEFORE, A CONCERN FOR EVERYONE.</p> <p>AND WHILE THERE'S NO MAGIC CURE, THERE ARE SMALL STEPS EACH OF US CAN TAKE TO HELP MAXIMIZE EACH HEALTH CARE DOLLAR, RESTORING IT TO A MORE ... WELL ... RECOGNIZABLE STATE.</p>
<p>A woman in front of a computer late at night, pencil in her mouth as she studies data.</p>	<p>IT STARTS WITH INFORMATION. ONE OF THE BEST WAYS TO TRIM SPENDING IS TO BECOME AN INFORMED HEALTH CARE CONSUMER.</p> <p>MANY TOP HEALTH CARE ORGANIZATIONS OFFER WEBSITES THAT PROVIDE INFORMATION ON A VARIETY OF HEALTH AND WELLNESS TOPICS, GREAT RESOURCES WHERE YOU CAN LEARN MORE ABOUT YOUR HEALTH.</p>
<p>Man looking in the mirror.</p> <p>Man eating dinner at a restaurant, pointing to a peanut-free section for the waiter.</p> <p>GFX: High blood pressure, allergies, family history of cancer.</p>	<p>AND WHILE YOU'RE GATHERING DETAILS, DON'T OVERLOOK THE MOST VALUABLE SOURCE OF INFORMATION – YOU.</p> <p>KNOWING THE HEALTH HISTORIES OF YOU AND YOUR FAMILY MEMBERS IS KEY TO MAKING INFORMED HEALTHCARE DECISIONS.</p>
<p>Doctor looking in a patient's ear. He pulls out a scarf, a la a magician.</p>	<p>SCHEDULING REGULAR DOCTOR VISITS ALSO HELPS, BY IDENTIFYING HEALTH ISSUES EARLY, WHEN THEY'RE NOT AS EXPENSIVE TO TREAT.</p>
<p>GFX: What about a generic prescription? Are there treatment options? How long will I be on this medicine?</p>	<p>AND WHILE YOU'RE LOOKING FOR ANSWERS, DON'T FORGET TO ASK QUESTIONS. This MAKES SURE YOU AND YOUR DOCTOR ARE ON THE SAME PAGE, AND IT CAN UNCOVER COST SAVINGS, TOO.</p>

<p>Man getting out of bed in the morning.</p> <p>Man driving in his car to work, past a doughnut shop, while eating an apple.</p> <p>Woman jogging on a treadmill.</p> <p>CU: a cigarette being extinguished into an ashtray.</p>	<p>CONTROLLING HEALTH CARE COSTS IS ALL ABOUT RESPONSIBILITY, AND EACH OF US CAN TAKE ACTIONS THAT MAKE POSITIVE IMPACTS ON OUR HEALTH.</p> <p>LIKE EATING THE RIGHT FOODS,</p> <p>EXERCISING REGULARLY, AND</p> <p>KICKING BAD HABITS.</p>
<p>Patient holding a doctor's prescription (sheet of paper with RX on it), fast walking outside.</p>	<p>CHRONIC ILLNESSES REQUIRE ONGOING ATTENTION, TO HELP CONTROL CONDITIONS AS WELL AS CONTAIN MEDICAL COSTS. IF YOU'VE BEEN DIAGNOSED WITH A CHRONIC CONDITION, LIKE DIABETES OR HIGH BLOOD PRESSURE, MAKE SURE YOU FOLLOW YOUR DOCTOR'S ADVICE CLOSELY.</p>
	<p>AND WHILE YOU'RE TAKING CHARGE OF YOUR HEALTH, TAKE A SECOND LOOK AT YOUR MEDICAL BILLS, LOOKING OUT FOR HEALTH CARE FRAUD. EVERY YEAR, ABOUT THREE PERCENT OF HEALTH CARE SPENDING, OR \$68 BILLION, IS LOST TO FRAUD.</p> <p>REPORT ANYTHING THAT DOESN'T LOOK RIGHT TO YOUR INSURER or doctor.</p>
<p>One consumer. Then two. Then another ... until the entire screen is filled with people. It's a uniform, homogenous group.</p>	<p>RISING HEALTH CARE COSTS ARE A CONCERN FOR EVERYONE, AND WE ALL CAN PLAY A ROLE IN MAXIMIZING OUR HEALTH CARE DOLLARS.</p> <p>ALL IT TAKES IS A LITTLE COMMON CENTS.</p>