Theme: commercial for product/company

Dark intro: ominous – hospitals – sirens

“Healthcare at the forefront of political debate”

Play excerpts from speaches?

“In just the last year, $750 billion were overspent on healthcare in the united states”

Explain background of problem

“Reduction in that number will positively impact both the employer and the employee”

“Benefitfocus is going to make that happen”

Shot of someone at computer

“By analyzing how different health plan features affect hospitalization, we can pinpoint the plans that most contribute to healthcare overspending

Shift focus to team and project outcomes:

Describe finished product (RShiny app)

Components

How to use

Features

Discussion of key findings

Broad/generally optimistic ending