

## **Video Script**

### **[Opening Scene: Friendly, inviting background music]**

**Narrator (Voiceover):** "Welcome to Heritage Health Network, your partner in enhanced care management. We're here to provide you with personalized care and support tailored to your unique needs."

### **[Scene 1: Visual of a care team assisting a person with paperwork]**

**Narrator (Voiceover):** "At HHN, you receive personalized care coordination. Let us help you navigate the healthcare system by coordinating and scheduling your health and mental care appointments."

#### **Text on Screen:**

- Personalized Care Coordination
- Health & Mental Care Appointments

### **[Scene 2: Visual of a diverse group of healthcare professionals]**

**Narrator (Voiceover):** "Our diverse care team includes nurse care managers, behavioral health specialists, and community health workers, all committed to your health."

#### **Text on Screen:**

- Nurse Care Managers
- Behavioral Health Specialists
- Community Health Workers

### **[Scene 3: Visual of a person sorting medications with reminders]**

**Narrator (Voiceover):** "Understanding and managing medications can be challenging. We assist with understanding your medications and provide reminders to ensure you maintain your health regimen."

#### **Text on Screen:**

- Medication Management
- Medication Reminders

### **[Scene 4: Visual of a person being helped with housing and meals]**

**Narrator (Voiceover):** "Need community support? Gain easy access to essential community resources like housing support and medically tailored meals."

**Text on Screen:**

- Community Resources
- Housing Support
- Medically Tailored Meals

**[Scene 5: Visual of culturally diverse people receiving care]**

**Narrator (Voiceover):** "We ensure you receive care that respects and aligns with your cultural background. Overcoming racial and ethnic disparities in healthcare, we provide equitable care for all."

**Text on Screen:**

- Culturally Relevant Care
- Equitable Care

**[Scene 6: Visual of a person learning about health from a professional]**

**Narrator (Voiceover):** "We offer tailored health education programs to help you manage your health more effectively."

**Text on Screen:**

- Health Education

**[Scene 7: Visual of a person discussing their diagnosis with HHN staff]**

**Narrator (Voiceover):** "Confused about a diagnosis or feeling neglected by your doctor? We gather information from your doctor to help you understand your health better."

**Text on Screen:**

- Diagnosis Clarification
- Patient Advocacy

**[Scene 8: Visual of a person feeling supported and confident]**

**Narrator (Voiceover):** "At Heritage Health Network, we advocate on your behalf. Whether it's understanding your diagnosis or addressing discrimination, we're here for you."

**Text on Screen:**

- Advocacy
- Support

**[Scene 9: Visual of a happy family with Medi-Cal cards]**

**Narrator (Voiceover):** "To be eligible for HHN services, you must have Medi-Cal with IEHP, Kaiser, LA Care, Health Net, or Blue Shield Promise. And the best part? There is no cost to you."

**Text on Screen:**

- Eligibility: Medi-Cal with IEHP, Kaiser, LA Care, Health Net, or Blue Shield Promise
- No Cost to You

**[Closing Scene: HHN logo and contact information]**

**Narrator (Voiceover):** "Join Heritage Health Network today and experience a new level of care and support. Visit our website or call us to learn more."

**Text on Screen:**

- Heritage Health Network
  - [Website URL]
  - [Contact Number]
- 

**Storyboard Outline**

1. **Opening Scene:** Background music, welcoming visual.
  2. **Scene 1:** Care team assisting with paperwork.
  3. **Scene 2:** Diverse healthcare professionals.
  4. **Scene 3:** Person managing medications.
  5. **Scene 4:** Someone handing a plate of healthy food to another person
  6. **Scene 5:** Culturally relevant care.
  7. **Scene 6:** Health education session.
  8. **Scene 7:** Patient discussing diagnosis.
  9. **Scene 8:** Advocacy and support.
  10. **Scene 9:** Happy family with Medi-Cal cards, showing eligibility and no-cost aspect.
  11. **Closing Scene:** HHN logo, website, and contact information.
- 

**Key Points for the Video**

- Personalized Care Coordination
- Direct Support from Healthcare Professionals
- Medication Management
- Community Support Connections
- Culturally Relevant Care
- Health Education

- Children and adults should be in the video
- Patient Advocacy and Support
- Eligibility Requirements
- No Cost to Member