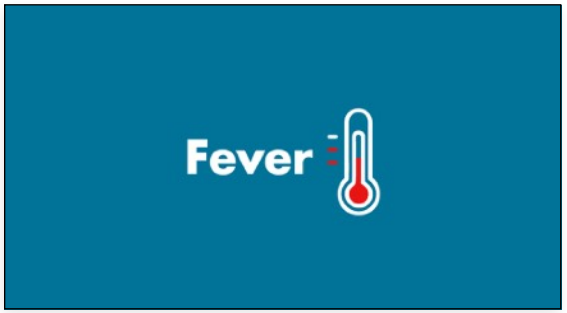
:30 SPOT



VISUALS

Text animates on: **Hit**

Soccer ball flies in and collides with text, sending letters off screen. Ball heads into the camera for transition.

AUDIO

VO: What do you do when you're soccer star gets hit by the ball?

SFX: Hear a soccer ball kick then a kid crying "ouch!"

VISUALS

Text animates on: **Fever**

Thermometer animates in and fills up in sequence with the word "fever" filling with red.

AUDIO

VO: When you're little one gets a fever in the middle of the night?

SFX: tea kettle whistling

VISUALS

Text animates on: **Sting**

Bee flies onto text.

Text animates on: **Not sure what to do?**

AUDIO

VO: Or when a bee sting looks bad?

VO: Not sure what to do?

SFX: sound of bee buzzing

:30 SPOT

VISUALS

Text animates on: **Beacon Health has options**

A circle logo for MedPoint Urgent Care rotates in and then moves over to reveal Beacon Connected Care logo next to it

AUDIO

VO: Beacon Health has options

VISUALS

Text animates on: **Visit one of our three MedPoint Urgent Care locations**

Simple map appears of MedPoint locations with pin drop icons appearing over each (text next to each pin indicating area: **Granger, Elkhart, etc**)

AUDIO

VO: For care you need now, visit one of our three MedPoint Urgent Care locations, where we treat a variety of illnesses and injuries.

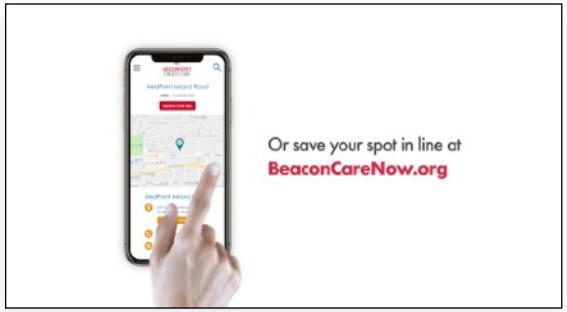
VISUALS

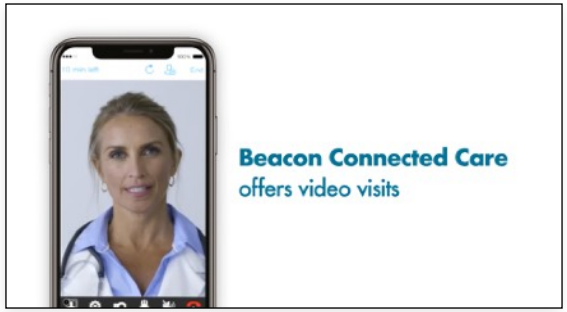
Calendar animates in and a page rips off to reveal text: **Open 7 days a week**

AUDIO

VO: MedPoints are open 7 days a week to care for you and your family.

:30 SPOT





VISUALS

Cell phone with MedPoint website animates in

Hand swipes phone screen to reveal text next to the phone **Or save your spot in line at BeaconCareNow.org**

AUDIO

VO: You can even save your spot in line at BeaconCareNow.org

VISUALS

Cell phone quickly zooms/moves to reveal text next to the phone: **Beacon Connected Care offers video visits**

Beacon Connected Care logo transitions into video conference call on phone screen

AUDIO

VO: If you can't make it to one of our MedPoint locations, Beacon Connected Care offers video visits from the comfort of your home.

VISUALS

Text animates on with animated checkmark for each step: **diagnose your condition, write you a prescription (if needed), send it to your pharmacy**

AUDIO

VO: A provider will diagnose your condition and if needed, write you a prescription and send it electronically to your pharmacy.

:30 SPOT

VISUALS

Stopwatch animates in with text: **All within 15 minutes!**

Text animates in as clock slows down: **BeaconConnectedCare.org**

VISUALS

Text animates on (emphasis on Choose Beacon): **It's easy to Choose Beacon**

Animated Beacon Health Systems Logo centered

AUDIO

VO: It's easy, convenient and secure. Download the free app, or go to BeaconConnectedCare.org

SFX: click of stopwatch all within 15 minutes.

AUDIO

VO: Remember, if you need care now, it's easy to Choose Beacon.

:15 SPOT

VISUALS

Soccer Ball, Thermometer, Bee animate on with text on screen: **Hit, Fever, Sting**

(same sequence as :30 spot but with faster cuts between each word)

AUDIO

VO: Unexpected injury or illness?

VISUALS

Text animates on: **Beacon Health has options**

A circle logo for MedPoint Urgent Care rotates in and then moves over to reveal Beacon Connected Care logo next to it

AUDIO

VO: Beacon Health has options.

VISUALS

Simple map appears of MedPoint locations with pin drop icons appearing over each (text next to each pin indicating area: Granger, Elkhart, South Bend)

AUDIO

VO: Choose a MedPoint Urgent Care Location

:15 SPOT

VISUALS

Red marker turns green with check mark above

Other markers transition off

AUDIO

VO: And reserve your place in line.

VISUALS

Phone animates in with text “Download the App” and Beacon Connected Care app logo on the phone’s screen

AUDIO

VO: Or download our Beacon Connected Care app for on-line care anytime, anywhere.

VISUALS

Text animates on: **BeaconCareNow.org** along with animated Beacon Health Systems Logo

AUDIO

VO: Go to BeaconCareNow.org to learn more.

:10 SPOT

VISUALS

Soccer Ball, Thermometer, Bee animate on

with text on screen: **Hit, Fever, Sting**

(same sequence as :30 spot but with faster cuts between each word)

AUDIO

VO: Unexpected injury or illness?

VISUALS

Text animates on: **Beacon Health has options**

A circle logo for MedPoint Urgent Care rotates in and then moves over to reveal Beacon Connected Care logo next to it

AUDIO

VO: Beacon Health has options.

VISUALS

Phone animates in with website visuals

Text animates on: **Reserve your place in line**

MedPoint logo animates on

AUDIO

VO: Reserve your place in line at MedPoint Urgent Care.

:10 SPOT

VISUALS

Phone animates in with text “Download the App” and Beacon Connected Care app logo on the phone’s screen

AUDIO

VO: Or download our Beacon Connected Care app for on-line care anytime, anywhere.

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