

ADA SCRIPT

Kaiser Permanente – Moving All To One

Claymation scene opens to a hospital waiting room with the main character sitting on a chair holding his mobile phone against his face with his right hand while fumbling through paperwork with his left hand. He drops a few papers, and the camera pans to the receptionist glaring at the main character. The main character holds a paper up that reads “Explanation of Benefits” with the word “DENIED” stamped in red ink. He grows frustrated as he reads through the “small print” and “smaller print”.

Phone Operator: Please hold. Not medically necessary. Insurance not accepted. Out of network. Request denied. Referral denied. Claims denied. Denied, denied, denied...

The chair he is sitting on grows blue legs. The man looks shocked and drops his papers.

Upbeat music plays.

The chair kicks open the hospital door, carrying the man out of the hospital while the man shows a happy expression.

The Hospital breaks away from the ground as the building grows blue legs and stands up.

2 surgeons and a robotic arm are shown performing surgery on a patient. There are blue legs underneath parading them down the street then as the robotic arm pulls out a kidney from the patient.

The main character, hospital building, ambulance, and surgery staff are paraded down the street.

We cut to a psychiatrist's office where we see a psychiatrist sitting on his chair with his hand under his chin, listening to his patient across from him while she holds a tissue with an expression of sadness. Both seats grow blue legs and start carrying the psychiatrist and patient to opposite sides of the room. A piece of tissue pops out of the tissue holder with blue legs as another tissue with blue legs follows right behind.

We see the psychiatrist, main character, a patient inside an MRI machine, 3 pieces of tissue, and an insurance building and pharmacy building all with blue legs parading down the street.

A woman crossing the street looks at the insurance and pharmacy building and continues to walk along.

Inside the insurance building, we see an insurance worker sitting at his desk while he, his desk, and cabinets rock up and down as the building walks.

The parade outside continues to walk down the street as the main character has a smile on his face.

VO: What if all the parts of your health care – insurance, doctors, pharmacies – came together and worked as one team?

The main character looks up at the sky with a shocked expression. The buildings, hospital staff, and patients fly up to the clouds and drop back down into one building. The Kaiser Permanente logo appears on top of the building.

The main character gets off the chair and walks happily into the Kaiser Permanente building.

A smiling doctor offers the main character to sit on the exam chair. Blue legs appear and disappear underneath the chair.

VO: That would be a better idea.

VO: Kaiser Permanente. A better idea for health care.

The Kaiser Permanente logo is shown against a blue background. Text reads, “A better idea for health care”.