3198 IBM BPM Healthcare Demo
Script with Visuals
02/18/11 Final

Introduction: The look and feel of this video should be similar to the MRTAS videos.

	Voiceover	Visuals
1	**Chapter 1: The Demand for Smarter Healthcare** Medical technology has long played a crucial role in advancing patient care. However, the healthcare industry has been slow to embrace **information** technology solutions – solutions designed to optimize clinical and administrative processes to maximize the cost-effectiveness of care.	We see a rising arrow indicating healthcare progress. On "technology," images of medical tech appear (stethoscope, IV, and an MRI scanner). We follow the rising arrow upward, where it abruptly plateaus over the callout text **Information Technology Solutions** over images of a computer, server, and laptop.
2	Ignoring these IT solutions for healthcare has led to serious consequences: - Fragmented and overly complex administrative procedures - Heightened risk of wasted resources, fraud and abuse - A lack of readily available patient-specific and evidence-based knowledge at the point of care - An increase in avoidable medical errors resulting in prolonged illness or even death, and - Greater exposure to risk of non-accreditation and regulatory non-compliance.	The progress arrow begins to decline at an exponential rate, passing images of problematic healthcare events: - A doctor confusedly comparing two clipboards - A medical file being dropped into a trashcan - Two nurses trying to figure out a patient's IV at her bedside - A sick patient in a hospital bed. - A suit-wearing lawyer and doctor in dialogue.

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3	**Chapter 2: Personalized, Preventive, and Predictive Healthcare** A primary reason for the healthcare industry's sluggish adoption of IT solutions is incompatibility with clinical workflow. In contrast, IBM Business Process Management uses comprehensive databases and analytics that interoperate compatibly and flexibly with automated process management and clinician expertise. BPM solutions enable user-friendly, accurate, and timely clinical decision support, including real-time update of and access to diagnostic and treatment evidence in the medical body of knowledge. By incorporating real-time complex event processing, rules-based case management, and intelligent analytics, BPM enables Smarter Healthcare that is personalized, preventative, and predictive.	The progress arrow flat-lines and then stops to point at an image of a doctor using a computer. Zoom into the image as call-out text appears under the headline **IBM Business Process Management**: **- Comprehensive databases** **- World-class analytics** **- Automated process management** **- User-friendly, accurate, and timely CDS** On "real-time" zoom out to show several doctors and nurses at computers connected by a flow of information. The progress arrow rises from the doctor/computer image and splits into a web enclosing and connecting the earlier healthcare event images. A headline appears: "**IBM Business Process Management solutions**" with callouts for **personalized, preventative, and predictive**.
4	In the current situation of healthcare information management, extensive clinical data is dispersed into multiple digital archives and not readily accessible at the point of care. This creates a gap between medical information sources and the providers, hindering accurate diagnoses and cost-effective treatments.	Shift to an image of doctors and nurses at work with a patient, with information flowing out of the image and into a stack of servers. Shift to show a different doctor/patient point of care image to the right of the servers. These images slide further apart to widen the "gap." On "hinders" information from the servers tries to reach the image but can't make it over the gap.

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5	To close this gap, IBM BPM equips clinicians with automated CDS at the point of care and throughout treatment. CDS provides access to current medical information, retrospective and predictive analytic tools, event monitoring and analysis, and rules-based support for diagnosis and treatment planning. The result is minimum illness severity and duration. Here is an example:	**Smarter Healthcare** appears in the gap, bridging the servers and point of care image. Shift over to show the point of care image connecting to medical information images (charts, vital signs readings, etc.) as the headline **Automated CDS** appears with callouts for: **- Information access** **- Predictive analysis** **- Event monitoring** **- Rules-based treatment support** Shift over to show the characters from the point of care image, but now the patient is healthy and shaking hands with his doctor. Zoom into the healthy patient image on "example."
6	**Chapter 3: Automated Support for Managing Patient Wellness** James Dixon is about to be discharged from the hospital, but irregular blood sugar levels indicate he is at risk for Type II Diabetes. James is given a home health monitoring device that keeps track of his blood sugar automatically. BPM software receives the transmitted device readings and updates James's records in both the hospital and physician's information systems. BPM initiates the interpretation of this information using time- and interval-sensitive analytic techniques. When his blood sugar level reaches a specified threshold, the system evaluates the readings while considering related variables such as medication side effects. After determining that James's blood sugar has reached an unsafe level, the system alerts his physician and offers one or more experience- based plans for medical intervention. The physician considers this information and then contacts James with advice to prevent a crisis from occurring.	The patient's name (**James Dixon**) appears, and then the image shifts over to show a fluctuating line graph representing his blood sugar. **Diabetes Risk** appears under the graph. Transition to James at home wearing a blood sugar monitoring device, which sends an **Automatic Update** arrow over to an image of a computer screen analyzing the information. On "initiates," the data on the screen escalates and shifts over to show other graph images (pie, bar, etc.) representing different variables. On "threshold," the data graphs spike upward and **Blood Sugar Levels Unsafe** appears. The computer sends an **"Alert!"** arrow to James's doctor from the earlier point of care image. From here, a dotted **Intervention** arrow points to an image of James at home. On "contacts" the dotted arrow fills in and flies over to the James image.

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7	The combination of BPM-based automated information processing and timely professional intervention mitigates James's personal medical issue while avoiding hospital readmission.	Zoom out to show all these connected images under the headline **BPM-Based Smarter Healthcare.**
8	**Chapter 4: Provider Organization Benefits** Beyond enhancing treatment for individual cases, IBM BPM offers numerous operational benefits for hospitals and other healthcare organizations. BPM provides real-time and automated responses to events detected by quantity- and time-related rules. These events include medical supply shortages, equipment malfunctions, and facility safety risks. When these events occur, BPM takes action with interconnected digital instrumentation such as portal security sensors, environmental and bedside monitoring devices, and life support system sensors and actuators. It also includes real-time feedback loops to build the enterprises' facility and logistics body of knowledge continually and automatically.	Shift to an image of a hospital with headline **Provider Organization Benefits**. Shift to the headline **Real-Time and Automated Response to:** **- Supply Shortages** (Image of a nurse searching a mostly empty medical cabinet) **- Equipment Malfunction** (Image of an MRI machine with yellow caution tape around it) **- Facility Safety Risks** (Image of a hospital security guard using a walkie-talkie) On "these events," zoom out as an image of a **BPM** server appears in the middle of the problem images and sends **action** arrows at them that cause them to fade away. On "also," smaller images of doctors and nurses at work appear and surround the server. Each image sends a flow of information to the IT server, which brightens on "knowledge."
9	By automating clinical, heuristic, administrative, research and teaching operations, BPM also enables cost-effective compliance with the care delivery standards of the Joint Commission on Accreditation of Healthcare Organizations. BPM facilitates Joint Commission accreditation, which is required for Medicare reimbursement, which in turn makes up about half of most United States hospitals' revenue. BPM process automation also cuts costs by significantly reducing the need for review committee meetings and excessive human tasks. At the same time, BPM maximizes the completeness, accuracy and timeliness of operations required to be standards-compliant. Thus, specialized and credentialed staff members are made available for knowledge-intensive and innovative work, such as clinical care planning and delivery.	Shift to an image of a hospital administrator at work on a computer. On "compliance," enter an enormous set of letters: **JCAHO**, overshadowing the administrator. A computer server representing IBM BPM appears between them with the callouts **Facilitate Accreditation** and **Ensure Medicare Reimbursement.** Shift to multiple images of hospital staff meetings. On "reducing" all but one of the meeting images disappear and we zoom into the remaining image as callouts appear under **Standards Compliance:** **-More Complete** **-More Accurate** **-More Timely** Transition to images of the staff in the meeting caring for patients, working in labs, and teleconferencing at a computer.

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10	**Chapter 5: Conclusion** IBM BPM enables "Smarter Healthcare" with the software tools needed for providers to discover, interact, and optimize for continuous process improvement. Smarter Healthcare minimizes medical errors and operational redundancies while maximizing cost-effectiveness. This in turn enables physicians to practice evidence-based medicine that is personalized, preventative, and predictive, while enabling hospitals to operate in a more automated manner that is complete, accurate and timely.	Under the headline **BPM for Smarter Healthcare**, callouts with corresponding images appear: **-Discover**: A lab technician at a microscope **- Interact:** A doctor and nurse talk with a patient **- Optimize:** A Doctor holding a laptop Shift to a progress arrow moving gradually upward over an image of a doctor shaking hands with a patient with **Minimize Errors** and another image of a hospital administrator for **Maximize Cost-Effectiveness.** On "providers," the progress arrow shifts into exponential growth until it is rising in a straight line upward past callouts for **personal, preventative,** and **predictive** while on the other side of the arrow callouts appear for **complete, accurate,** and **timely.**
	To learn more about how IBM's Business Process Management solutions like these can enhance IT for healthcare providers, please visit us on the web.	Fade into **IBM BPM Solutions** headlining a list of products: -**IBM Business Process Manager** **-iBM Blueworks Live** **-IBM Integration Designer** **-IBM Business Monitor** **-IBM WebSphere ILOG Business Rules Management System** On "by visiting," fade to the IBM logo and URL, then fade out.