

Title: IVAC - The Smart Needleless Choice

Draft: 5

- A key IVAC spokesperson will introduce the issues of safety, and cost, and state IVAC position. (Key Person)
 - * The use of this corporate representative underlines the significance of this IVAC position.
This figure says the company is fully behind this new product.
- The 'host' will appear as a health professional (nurse or practitioner)
- The instructive demonstration will be performed by an unseen individual, all in close-up on the act itself. This allows the viewer to focus on the specific points of difference in the system, rather than being distracted by watching someone else prepare an IV set. The point of view during the demonstration is that of the viewer as practitioner, not the viewer watching someone else work.

Medical

<p>- Title/Graphic: IVAC logo</p> <p>- Black</p> <p>- Composite: Key IVAC management person speaks as (still) images move through the scene - hospital administrators conferring with staff</p> <p>- Nurses performing their duties.</p> <p>(Transition)</p> <p>- Graphic/animation: SmartSite Valve We see bellows expand as (fitting) is attached. We see fluid begin to flow.</p> <p>- (Fitting) is removed, bellows contracts, fluid stops.</p>	<ol style="list-style-type: none">1. - Anncr: From the leader in infusion therapy. (with signature music logo)2. - Host/OC: - <i>Healthcare workers today are doing more with less. There is less tolerance than ever for unnecessary expense and avoidable hazards.</i>3. - <i>Accidental needle sticks are a hazard that costs money - \$1000 or more per incident in testing alone!</i> Needlesticks can also result in transmission of blood borne diseases.4. Also, allergic reactions to latex are on the rise, which means increased risk for patients, healthcare workers and hospitals.5. <i>Removing needles and latex from hospitals has become a high priority... in healthcare and at IVAC Medical Systems.</i>6. - Narr/VO: The heart of the SmartSite system is the unique valve design. This patented IVAC design allows for flow... ...and re-seal without a needle, a cannula, or a cap. The design also provides a
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- Host is standing in front of wall-size photo blow-up of SmartSite

7.

closed system when not activated, resisting bacterial contamination through the valve.

8.

-Now, you're going to see how easy the SmartSite system is to use. There are fewer steps than other needleless systems, and no extra parts.

- Med C/U: Close roller regulating clamp

9.

- First, close the regulating clamp.

- C/U: Remove cap

10.

- Remove the spike cap.

- Med C/U Spike bag, then suspend on hanger

11.

- Spike and the bag.

- C/U: Prime by squeezing drip chamber. Show fluid filling to drip line on chamber,

12.

- Begin priming it just as you would any standard gravity set.

- C/U Invert valve, flick with finger

13.

- Open the regulating clamp

- Invert and tap the valve ports to remove air...

- Then close regulating clamp.

14.

- Host/OC: Air can also easily be removed by aspirating fluid from the valve, using a luer locking syringe.

- Host

15.

- Now the system is ready to use.

- Med C/u
Site being swabbed

16.

- Narr/VO: To administer an injection, attach a syringe.

Syringe is attached

Simply swab the site, and attach the luer lock or luer slip to the valve.

- Syringe is pushed. We see path of fluid flow

17.

- Notice that the fluid path is a straight line ... from the syringe into the tubing.