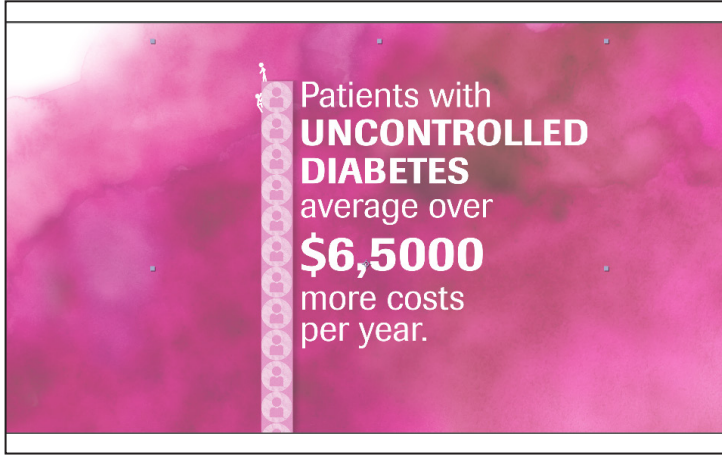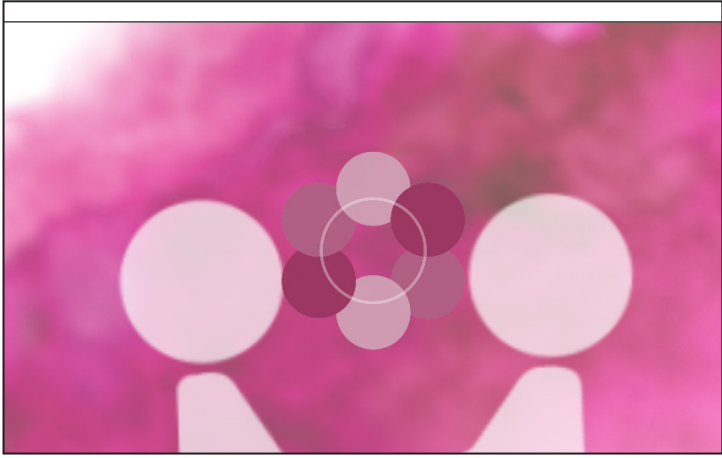**1**

SCN: Animated graphic treatment

VO: [voice type TBD] Managing diabetes is filled with questions. [questions pop-up on screen]. When a person has diabetes it's hard to stay in control.

SFX: Background is grayish. Patient Icon bounces from question to question.
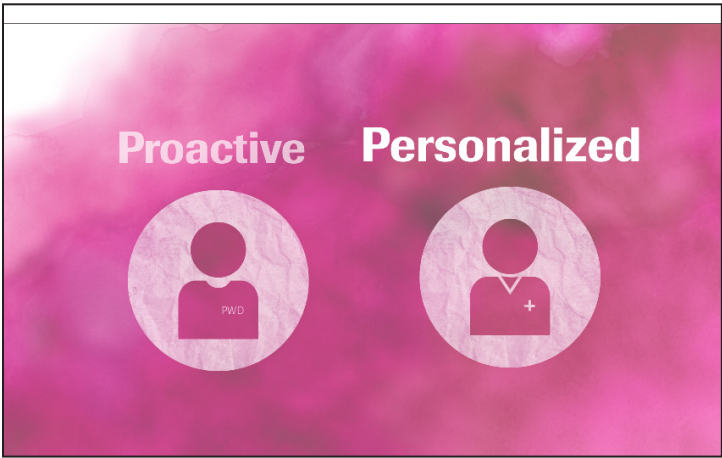
MUSIC: upbeat background music

2

SCN:

VO: When you have a whole population to manage, controlling costs is even harder. And the costs associated with diabetes are only expected to grow.

SFX: Animated bar graph showing growing costs. Second bar graph appears representing costs for uncontrolled diabetes. Figure climbing second bar graph.
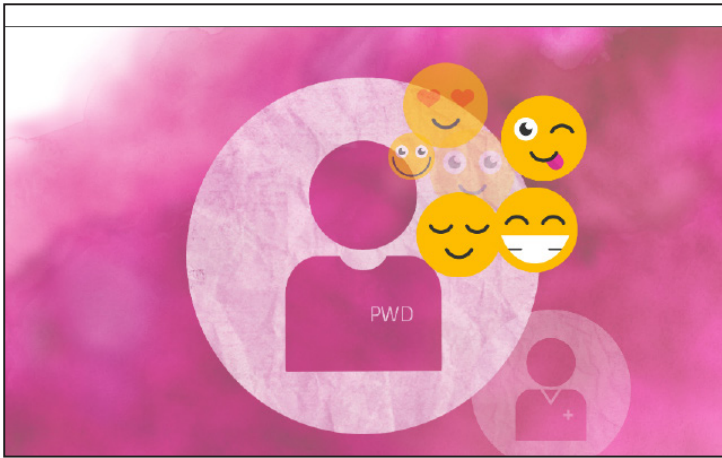
MUSIC: upbeat background music

3

SCN:

VO: To be successful managing the health and per-capita costs of a diabetes population, it's essential that Care Teams have a knowledgeable partner.

SFX: Background fades to DHP colors. Second Figure appears at the top of the cliff and reaches down to help Figure 1 to the top.

MUSIC:

4

SCN:

VO: Diabetes Health Partnership is that partner

SFX: All imagery fades except Figure 1 & 2 shaking hands.
DHP logo animates in prominently.

MUSIC:

5

SCN:

VO: Our unique proactive and personlized approach to coaching extends the impact of your Care Team between office visits. It empowers patients to take better control of their diabetes.

SFX: The words PERSONALIZED and PROACTIVE appear and are emphasized as narrated. A coach icon and a patient icon appear with animated, two-way arrows between them [to represent an engaged relationship]

MUSIC:

6

SCN:

VO: When patients are more actively involved in their healthcare, they experience better outcomes and incur lower costs.[2]

SFX: Patient icon grows to foreground of scene, then smiley, happy/healthy, etc. emojis bubble out. [footnote appears]

MUSIC:

7

SCN:

VO: Our program is not a one size fits all solution.

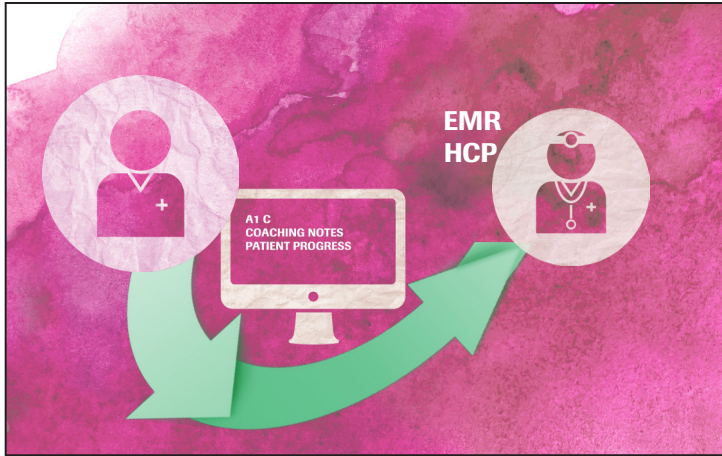**SFX: Patient Icon shrinks and a DHP icon appears and grows to match the size of the Patient Icon.**

MUSIC:

8

SCN:

VO: Each patient is paired with their own certified diabetes educator, who proactively nurtures a one-on-one coaching relationship.

SFX: Zoom out as patient icon multiplies into different shapes, sizes, and colors. DHP icon multiplies to pair and match shape, size, and color of its corresponding patient icon. Then all DHP icons morph into the Coach icon.

MUSIC:

9
SCN:
VO: Patients receive a customized curriculum backed by proven patient engagement methods.
SFX: Zoom in to one pair of icons. A paper/clipboard icon grows out of Coach icon showing program list [PAM, AADE7, etc.] then shrinks into patient icon (representing the engagement of diabetes programs]
MUSIC:

10
SCN:
VO: Plus, an intuitive coaching portal simplifies management of the patient relationship.
SFX: Email, text, and phone icon grows between coach and patient icons with animated two-way arrows.
MUSIC:

11
SCN:
VO: Near real-time data allows support for more effective clinical decisions and sharing information with EMRs.
SFX: Coach icon grows to foreground then computer icon grows to foreground. Data portal appears on screen [patient health data {A1C}, coaching notes, patient progress, etc.] EMR/HCP icon appears on screen, then animated arrow from Coach to Computer to EMR/HCP. All fades out.
MUSIC:

12
SCN:
VO: With the Diabetes Health Partnership as your partner, you'll have the resources to keep patients engaged, make your team more effective, and be positioned to succeed in the shift to value-based reimbursement.
SFX: Patient icon, then team icon, then up-arrows icon pop on screen as narrated, then fade out.
MUSIC:

13
SCN:
VO: Contact us today to learn how we can help.
**SFX: DHP logo animates in.
Contact link animates in.**
MUSIC: