

# Moving Medicine Forward

:60 Video Storyboard

(Open on a time lapse shot of the sun coming up over the UAB Medicine campus)

**VO: Early in the morning, as the world is waking up,**

(Shot of a cancer doctor in the lab)

**VO: a UAB researcher pushes the boundaries of what we know about cancer.**

(Shot of a doctor in Precision Medicine)

**VO: A UAB doctor treats diseases based on human DNA.**

(Shot of a nurse with a premature infant)

**VO: A nurse finds a new way to stimulate preemies.**

(A woman taking the hand of her husband who's being rolled down a hallway in a wheelchair)

**VO: Just across the street, a patient prepares to go home with a fresh new look at life.**

(A lab technician preparing medications)

**VO: A clinical trial begins, bringing with it the hope for a family.**

(Close-up of a surgeon's face in a darkened operating room)

**VO: A patient has minimally-invasive surgery that will prevent a devastating stroke.**

(A weary but confident medical team walking down a hallway toward camera following a successful procedure)

**VO: When it comes to medical treatments, we're not at the forefront of medicine. We're creating it.**

(A team of specialists collaborating over the image of a heart on a screen)

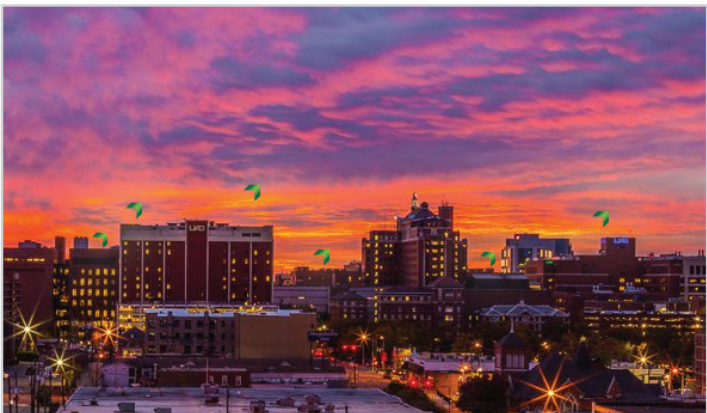
**VO: And through the decades of breakthroughs and discoveries, everything we've ever accomplished has always served one single, all-important cause:**

(A nurse gently tending to a woman in a hospital bed)

**VO: The patient who benefits from it.**

(Art Card)

**VO: We're UAB Medicine. And we're moving medicine. Forward.**



# Moving Medicine Forward

Video Footage

Getting coverage of these shots (close-ups, details, wide angles, reverse angles, etc.) for use in the Brand TV as well as future service lines.

Time lapse of UAB campus of the sun rising and setting

**Additional use: pickups for use in all service lines**

Close-up of a surgeon’s face in a darkened operating room

**Additional use: pickups of various footage for use for any surgical component**

A doctor in the cancer lab

**Additional use: pickups for cancer service line**

A nurse tending to a woman in a hospital bed

**Additional use: pickups for use in all service lines**

A doctor in Precision Medicine

**Additional use: pickups for Precision Medicine service line**

A weary but confident medical team walking down a hallway toward camera following a successful procedure

**Additional use: pickups for use in all service lines**

A nurse holding a premature baby

**Additional use: pickups Women and Children service line**

A team of specialists collaborating over the image of a heart on a screen

**Additional use: pickups of team and screen images for transplant and cardiovascular service lines**

A woman taking the hand of her husband who’s being rolled down a hallway in a wheelchair

**Additional use: pickups of personal interaction/wheelchair for use in all service lines**

A lab technician preparing medications

**Additional use: pickups for use in all service lines**