

VIDEO SCRIPT  
**Bellevue Hospital**  
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Audio	Video
Over the last several years, 48 hospitals in Ohio have been forced to close. More have been forced to merge, or sell-out to distant corporations. Those lucky enough to survive have seen local control disappear ... and along with that loss of control comes the loss of jobs, healthcare services, and health education programs.	Some sort of graphic, perhaps, showing 250 or so hospitals in Ohio, with 48 of them “disappearing” around the state.
Most of these closures or sell-outs can be directly attributed to old, inefficient hospital buildings that prevent local hospitals from keeping pace with modern technology. Old hospital buildings create inefficiencies that lead to ultimate financial failure.	Video of closed hospital/abandoned building decaying.
<i>"Hello, I'm Christi Paul, I'm an anchor for CNN Headline News. I was also born and raised in Bellevue, Ohio and I'd like to spend the next seven minutes or so showing you how community leaders in my hometown are working to insure that Bellevue and the surrounding area continue to enjoy convenient, high-quality healthcare."</i>	Ms. Paul, on-camera, CNN setting.
<Transition>	Music from early 1900's.
In 1917, The Bellevue Hospital opened with 24 beds and 9 bassinets. Its mission today is much as it was 86 years ago when the founder of the hospital, Dr. J.C. Morrow said at its opening ....	Old Hospital Photos
<i>"Its mission on earth is to care for the sick and injured. The doors of Bellevue Hospital will ever stand open to receive the poor patient and to extend the same courteous and scientific treatment that is extended his more fortunate brother."</i>	Actor read, scratchy recording of ole “J.C.” making his statement, with a photo of the good doc on screen, transition to old hospital photos
Today, The Bellevue Hospital remains as one of only a handful of community-owned, community-led hospitals in Ohio. As a non-profit hospital, 100% of its “profits” are reinvested back into new space, new technology or other healthcare related services.	Exterior of hospital, fade into high tech shots of medical equipment being used.

<p><i>“Local control of the hospital is central to the hospital’s ability to recognize and respond to local needs. We’ve fought hard to remain locally controlled and avoid the problems of other hospitals who have been forced to sell-out to big chains.”</i></p>	<p>Tom Barth, Chairman, Board of Trustees</p>
<p>During its first year of operation, the hospital treated 165 people. Last year, The Bellevue Hospital touched the lives of tens of thousands of people including 2,413 people who spent at least one night in the hospital, over 14,000 people who utilized the emergency room, over 3,000 who received surgery services – not to mention the almost 400 children who were born there in 2002. In the last fifteen years, the number of physicians practicing at the hospital has grown from 35 to 106.</p>	<p>Historical photos, transition into various patient shots, CG statistics.</p>
<p>And it provided all of these services in a way that is very rare for community hospitals – it did it profitably.</p>	<p>Transition to Alan, obviously reviewing financial statements, with Alan looking into the camera.</p>
<p><i>“Last year, The Bellevue Hospital billed nearly \$50 million for care and managed to eke out a profit of just over \$900,000. The hospital re-invests all of its profits in the latest technology, upgrades to its facilities, attracting new physicians, and remaining competitive with employee salaries.”</i></p>	<p>Alan Ganci, on-camera, behind desk.</p>
<p><b>&lt;Transition&gt;</b></p>	
<p>Yet each year it becomes more and more difficult to provide quality care and remain financially secure.</p>	
<p><i>“The real challenge is the building. It is too small to add needed services and too expensive to operate efficiently. If we aren’t very careful, we’ll ultimately end up like so many other small town hospitals – closed or sold to outside corporations.”</i></p>	<p>Mike Winthrop, fade to closed hospital, overgrown weeds, etc.</p>
<p>The challenge of operating a modern hospital from an old building is clear.</p>	
<p><i>“Here in radiology, a television camera with a view of the outside driveway must be monitored to ensure that traffic does not interfere with the readings from this magnetically driven imaging system.”</i></p>	<p>Radiologist, on-camera, with cuts to tv camera and MRI.</p>

<p><i>“Here in Med-Surg, our 28 patient rooms share only 2 showers and only half of the maternity rooms have private showers.”</i></p>	<p>Med-Surg Director, on-camera, with cuts to rooms, showers.</p>
<p><i>“Here in Pulmonary Rehab, we share space with Cardiac Rehab and Diabetic Counseling. That means that each of us can only offer services in half day blocks – causing inconvenience for patients and making it more costly for everyone.”</i></p>	<p>Pulmonary Rehab Director, on-camera.</p>
<p><i>“Parking is a big problem. Here in Cardiac Rehab, we’ve often joked with our patients that just getting from their car to the rehab area should count as half their therapy, but it really isn’t a joking matter.”</i></p>	<p>Cardiac Rehab Director, on-camera.</p>
<p><i>“While others in the hospital may complain about the space limitations, at least they are in the hospital. Here in occupational health we do pre-employment screenings, worker’s comp treatment and industrial rehab off-site because of a lack of treatment space at the hospital.”</i></p>	<p>Occupational Health Director, on-camera</p>
<p><i>“Like several areas in the hospital, the waiting room for x-ray is really the hallway, leading to cramped and uncomfortable visits for family and friends and a lack of privacy”</i></p>	<p>Radiology Director, on-camera</p>
<p><i>“When the weight of the x-rays started to buckle the floor, the x-rays were moved to cardiac rehab, which was then moved to health counseling, which forced us, health counseling, to have to move...sometimes it’s like musical chairs around here.”</i></p>	<p>Health Counselor, on-camera</p>
<p>The board and senior team of The Bellevue Hospital considered remodeling and expanding. The problem with remodeling is that government regulations require that if one area is remodeled, the rest have to be brought up to current codes. As such, a renovation would mean the hospital would have to be shut-down for months and the entire building renovated to bring it up to current standards. And it would cost almost the same as building a new, larger hospital.</p>	<p>Construction site at hospital, hardhats, with blueprints spread out. Something that screams “remodeling”.</p>
<p>&lt;Transition&gt;</p>	

<p>The new Bellevue Hospital will be a 129,000 square foot, two story facility located on 109 acres on US Route 20 at the intersection of Township Road 302.</p>	<p>Open with aerial view of new hospital model, transition to artist's rendering of front of the hospital, then ...</p>
<p>It will have 50 all-private inpatient and 35 outpatient beds for pre-op and post-op patients.</p>	<p>Transition to floor plans of the hospital, with highlights of various sections of plans being pulled out.</p>
<p>The new hospital will bring very real benefits to the community.</p>	<p>Overall floor plans</p>
<p>The new Intensive Care Unit will be close to the Emergency Room and include four observation rooms</p>	<p>Pull-out of ICU section, if time, live video of patient in ICU (non-identifiable)</p>
<p>The emergency room will have almost twice as many exam rooms, allowing for shorter waits, and radiology and surgery will be adjacent to the emergency room. There will also be a separate entrance for emergency patients and families.</p>	<p>Pull-out of Emergency section of floor plans, with live video of ambulance rolling up to hospital, patient being unloaded.</p>
<p>The new hospital will also include a "Birthing Center" where the entire birth process - labor, delivery, recovery and post-partum - can take place in the same room, in a family setting.</p>	<p>Pull-out of "birthing center" of floor plans, with video of obviously pregnant mom being wheeled in wheelchair.</p>
<p>And the new nursery can be upgraded to a Level II Nursery.</p>	<p>Same as above, but video of small baby in nursery.</p>
<p>A separate outpatient surgery unit will be created with 21 beds, eliminating the confusion and inefficiency of using inpatient Med Surg beds for outpatient procedures.</p>	<p>Floor plans, with outpatient area as pull-out, maybe live video of surgery in progress (if able to be shot in current setting).</p>
<p>Radiology will be expanded by about 50%, and will now be large enough for the new "filmless" radiology equipment that allows images to be sent instantaneously via computer anywhere in the world.</p>	<p>Floor plans, with radiology highlighted and pulled out ... with MRI patient video.</p>
<p>The new hospital also includes a comprehensive Women's Center to better meet the unique healthcare needs of women in our community.</p>	<p>Women's Center pulled out and highlighted, with mammogram patient as live video.</p>
<p>Parking – perhaps the biggest challenge at the old hospital - will be increased almost 50%.</p>	<p>Site plan, with parking lot highlighted.</p>
<p>Even the dining room will be larger - allowing more people, mostly seniors, access to low-cost, high quality food service.</p>	<p>Dining room highlighted and pulled out of floor plan.</p>

The new hospital will have multiple entrances, allowing convenient access for patients and families.	Floor plans with multiple entrances highlighted.
And finally, separate waiting areas for different departments will offer better privacy. Additional shell space will also be built – allowing The Bellevue Hospital to meet new, currently unknown healthcare needs in the future without building new buildings.	Highlight various waiting areas throughout floor plans.
<Transition>	<Transition>
The new hospital will cost \$36 million. The revenue to pay for it will come from several sources, including:	Front rendering of hospital, CG \$36,000,000.
\$19 million in low-interest, non-profit bonds that will be repaid by the hospital out of future earnings. This represents the maximum prudent amount that can be borrowed without jeopardizing the financial future of the hospital.	Fade to exterior of current hospital front, with \$19,000,000 CG'd.
A \$7.5 million investment from Norwalk Area Health System.	FTMC logo/front of building, \$7.5 million CG'd.
A \$7.5 million investment from Firelands Regional Medical Center in Sandusky.	FRMC logo/front of building, \$7.5 million CG'd.
<i>“Explanation of why FTMC and Firelands made the investment, and what they get.”</i>	Pat Martin and Dennis Sokol, on camera.
And finally, \$2 million of the \$36 million cost will need to be raised by the community.	Brochure cover, meeting, etc. Aerial view of Bellevue and surrounding area, freeze-frame with \$2,000,000 CG'd
<Transition>	
While the major issue of building a new hospital is one of long-term survival, the reality is that the community will see several key benefits to a new hospital.	
A quality, modern and nearby hospital offering state-of-the-art healthcare will help attract new industry and new jobs.	CG: Economic Development
The Bellevue Hospital will not fall behind in the vital technology curve that drives so much of healthcare these days.	CG: Technology

<p>A new hospital, with new services, will help draw physicians to the community, especially highly coveted medical specialists.</p>	<p>CG: Physician Recruitment</p>
<p>The Bellevue Hospital could provide about 80% of the hospital needs of local residents IF it had enough of the RIGHT type of medical space leading to more convenience for the patient and better financial security for the hospital.</p>	<p>CG: Patient Retention</p>
<p>&lt;Transition&gt;</p>	
<p><i>“In the end, the building of a new hospital represents both a great challenge and a great opportunity. To do it will take support from our sister hospitals, our own ability to finance most of the construction and help from the community in the form of a successful capital campaign. It won’t be easy – nothing worthwhile ever is – but to know that we all are a part of continuing a viable hospital for generations to come – just as past generations had the vision to build, renovate and expand as community needs changed.</i></p>	<p>Robert Regula, on-camera, near tree of life in hallway of hospital.</p>
<p><i>“Thank you for letting us share the story of Bellevue Hospital and why so many people are working so hard to insure that the people of Bellevue continue to have convenient access to quality healthcare. Your support IS appreciated.”</i></p>	<p>Ms. Paul, on-camera, CNN setting.</p>

(Note: CG indicates text on the screen)