

VISUAL	AUDIO
Pan from left to right  120931421-overwhelmed workout.jpg	NARRATOR: Wouldn't it be great to have your very own health coach?
 100831270 – pretty health coach.jpg	NARRATOR: Someone who's always available when you need them to:
Zoom in to hamburger  91412449 eating junk food on phone.jpg	NARRATOR: Advise you with your eating issues.

VISUAL	AUDIO
 91948528-0 dieting.jpg	NARRATOR: Help you figure out the best combination of diet...
 Exercise at home.jpg	NARRATOR: ...and exercise that works for you and your schedule.
 Yoga class.jpg	NARRATOR: Give you tips for managing your stress.
Double Screen Zoom in to Participant (right)   Instructions: flip the photo on the right so that she is facing toward the health coach.	NARRATOR: Or provide the kind of support YOU need WHEN you need it the most.

	VISUAL	AUDIO
	Zoom Out  76755840 lose weight.jpg	NARRATOR: Maybe you want to lose weight and you're having a hard time doing it on your own.
	 92465736 ashtray.jpg	NARRATOR: Maybe you're having trouble quitting smoking.

VISUAL	AUDIO
Zoom In  78458417 watching TV.jpg	NARRATOR: Or struggling to stick with your exercise program.
Health Coaching Call footage (Start at 6:20 and keep rolling) John Williams Alere Health Coach	NARRATOR: What you need is a good listener. Someone who can help you sort through your life issues and figure out a plan that is uniquely designed just for you. But where are you going to find that?
 100831270 – pretty health coach.jpg	NARRATOR: Alere Health Coaching offers you the chance to develop a relationship with your own personal health coach via phone, or secure online email or Instant Messaging Chat.

VISUAL		AUDIO		
	Health_Coaching_Call footage (:29-:36) John Williams Alere Health Coach	JOHN WILLIAMS: Well that’s OK because you know what? If you know for yourself that you’re walking at a faster pace, then that’s still good news.		
	Health_Coaching Call (Pick up from above at :37 and roll)	NARRATOR: If you enroll in the health coaching program available in your benefits program...		
	Double Screen <table><tr><td> Scrolling Unlimited access to personal health coach ✓ </td><td> Health Coaching Call footage – keep rolling from above </td></tr></table>	Scrolling Unlimited access to personal health coach ✓	Health Coaching Call footage – keep rolling from above	NARRATOR: ...you’ll have unlimited access to your health coach.
Scrolling Unlimited access to personal health coach ✓	Health Coaching Call footage – keep rolling from above			
	Double Screen <table><tr><td> Scrolling Unlimited access to personal health coach ✓ Individualized action plan ✓ </td><td> Health Coaching Call footage – keep rolling from above </td></tr></table>	Scrolling Unlimited access to personal health coach ✓ Individualized action plan ✓	Health Coaching Call footage – keep rolling from above	NARRATOR: Receive an individualized action plan to help you reach your personal health goals – no matter what they are, big or small.
Scrolling Unlimited access to personal health coach ✓ Individualized action plan ✓	Health Coaching Call footage – keep rolling from above			

VISUAL	AUDIO		
Double Screen <table border="1"> <tr> <td data-bbox="272 531 506 957"> Unlimited access to personal health coach ✓ Individualized action plan ✓ Access via phone, secure email, online chat ✓ </td><td data-bbox="506 531 743 957"> Health Coaching Call footage – keep rolling from above </td></tr> </table>	Unlimited access to personal health coach ✓ Individualized action plan ✓ Access via phone, secure email, online chat ✓	Health Coaching Call footage – keep rolling from above	NARRATOR: And you’ll have the flexibility of communicating and interacting with your coach by phone, secure email or online chat.
Unlimited access to personal health coach ✓ Individualized action plan ✓ Access via phone, secure email, online chat ✓	Health Coaching Call footage – keep rolling from above		
Zoom In (this photo may not be good enough, if not we can find a similar photo of a middle-aged Asian man) 	NARRATOR: Wayne Miamoto is 56 years old and he has been participating in Alere’s Health Coaching program for about a year. Hear how the program has been helping him.		
Zoom Out 	Coaching Recording 2 (:25-:48) Wayne Miamoto: I was reaching a point where I was maturing in my age and couldn’t keep up with the same kind of health programs and do the things I used to when I was younger so being able to adjust to a health program that allowed me to maintain activeness,		

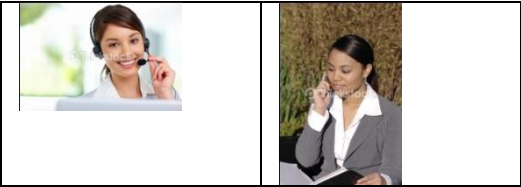
VISUAL	AUDIO
	improve overall health and also do so in an age-appropriate fashion was one of the compelling things that Sara brought to the table.
Static Graphic • Cholesterol (down arrow) by 10% • LDL (down arrow) • HDL (down arrow) • Standing blood pressure (down arrow) • Heart rate (down arrow)	Coaching Recording 2 (3:15-3:36)WAYNE MIAMOTO: From May of 2011 till November of 2011, I was able to get my total cholesterol level down about 10 percent and most importantly I was able to get my LDL down as well as my HDL quite a bit. We also were also able to reduce my standing blood pressure and heart rate.
Zoom In (this photo may not be good enough) 	NARRATOR: Wayne was also able to lose 24 pounds over the course of the year and improve muscle toning and fitness to the point where he could participate in a 50-mile bike race.
 100831270 – pretty health coach.jpg	NARRATOR: When his father died, Sara provided an ear and emotional support as Wayne experienced the grieving process.

VISUAL	AUDIO
 Doctorandpatient.jpg	NARRATOR: Best of all, Wayne's doctor said that Wayne was in the best shape that he has seen him in 15 years.
Combination Photo/Graphic  Photo of attractive health coach with the following bullets to the left of her face if there's room. If not do double screen. • Registered nurses • Dietitians • Exercise physiologists • Respiratory therapists • Certified diabetes educators • Master's level counselors • More	NARRATOR: Our coaches have a variety of clinical backgrounds and include registered nurses and dietitians, exercise physiologists, respiratory therapists, certified diabetes educators, master's level counselors and more.
Double Screen  	NARRATOR: Your personal health information will be kept strictly confidential, between you and your coach, and you'll have your own secure online personal health record to store confidential information.

VISUAL

AUDIO

	Scroll Instructions: create a jpg and scroll from top to bottom 	NARRATOR: As part of the program, you'll receive access to an online portal with personalized content for your specific needs and a personal health record to store your confidential personal health information.
	Zoom to Wellness Tools on left nav bar Instructions: create jpg 	NARRATOR: The health portal will give you access to online coaching tools, including journaling, SMART goal-setting and exercise/food trackers.
	Zoom In	NARRATOR: Old habits die hard, but you CAN make healthy lifestyle changes that transform your life....

VISUAL	AUDIO
 AA10768 eating junk food in car.jpg	
 100831270 – pretty health coach.jpg	NARRATOR: with the personalized assistance of your benefits-sponsored health coaching program.
Health Coaching Call footage (Start at 6:20 and keep rolling) John Williams Alere Health Coach	NARRATOR: You don't have to do it alone.
Double Screen  139867951 Hispanic woman on phone.jpg	NARRATOR: Get your personal health coach today.