

## **2010 IHI National Forum video transcript**

This video is filmed in stop-motion, where each action was photographed many many times and then strung together to make a fluid video.

-opening shot

On a blank yellow notebook against a neutral/brown background, a hand (with a polka-dot sleeve) is writing out "Take Care" (then flips the first page of the notebook back to reveal a blank page)

The hand writes out with a black marker "Institute for Healthcare Improvement (IHI) National Forum" (flips page)

December 5-8, 2010 Orlando, Florida

Next...

One hand holding a brown medical folder brings the folder across the center of the video and lays it on top of the yellow notebook.

The hand opens the folder from left to right and reveals on the left side some x-rays (looks like an x-ray of a foot or hand) and on the right side a piece of paper that says "IHI believes".

A male hand enters from the bottom of the video and opens a man's wallet. He opens the space where dollars are usually kept and instead pulls out several green pieces of small paper. He begins to lay these green pieces of paper across the x-rays and the "IHI believes". The small pieces of paper say "health care systems can be sustained with moderate annual cost increases." At the same time, various coins in different currencies enter the video from all angles and surround the folder and these words.

Next, a large purple square enters the video and covers the folder/words/currency. The purple square is texturized. On top of the purple square, a hand descends from the top right holding a big pink arrow that has the word "cost" on it. At the same time, a hand comes up from the bottom of the video holding a big yellow arrow that has the word "quality" on it. It

now looks like the cost arrow is going down, and the quality arrow is going up. The hands move these arrows just slightly, and then they are removed slowly the way that they came into the video.

Next, from the bottom of the video a drawing of a black and white skeleton of a man (it looks like it was perhaps used in medial training classes) emerges. The drawing shows the skeleton of the man from his head down to his abdomen. Orange "thought dots" emerge from near his mouth opening and one by one lead to a bigger orange bubble that says "IHI believes". On top of this "IHI believes" bubble, another orange bubble appears that says "there is enough". At this time, the skeleton man descends out of the video near the bottom right and a black-and-white drawing of a human heart appears. It is colored in red. The heart floats into the center of the purple background and when it lands there, another orange bubble replaces "there is enough" with the word "capacity". The heart "beats", or gets bigger and smaller twice. At this time, a hand covered in a blue medical glove comes into the video from the bottom right, holding one end of a black doctor's stethoscope. The hand places the listening end of the stethoscope on top of the "beating" heart, as if to listen to the heartbeat, and then descends out of the picture. As it descends, "capacity" is replaced by another orange bubble that says "in the health care system". At this time, two hands emerge from the bottom of the video. One has a red mark on her pointer finger, and another hand wearing a white surgical glove takes a band-aid and wraps the female pointer finger with the band aid. At this time, another orange bubble appears and replaces "in the health care system" with "to provide" and then "equitable" and then "health care". At this time the two hands (one with band-aid, one with glove) descend out of the picture. The orange "speech" bubble moves into the center of the purple background and "health care" is replaced by another bubble that says "for all". Across the "for all" from the right comes a string of red connected paper dolls. From the left comes a string of orange connected paper dolls, and from the right again comes another string of purple connected paper dolls. All of the paper dolls lie across the words "for all". The next second they appear to move or shake.

Next, a hand comes in from the left and replaces the purple background with a background that is a lively bright green with blue polka dots. From the bottom of the screen come four gerbera daisy flowers (red, pink, orange, and yellow). The flowers move up slowly so that they look like they are

growing. Two hands gather all of the flowers into a bunch and hold them, as another hand comes into the picture from the bottom and "accepts" the flowers that the other hand is offering. This hand holds the bunch of flowers for a moment.

Next, from the left a large map covers the green background. It looks like a map of a complicated city. A man's hand comes out from the bottom of the picture and puts a bright pink piece of paper on the upper-left hand side of the map that reads "IHI believes". He is wearing a plaid shirt rolled up to his elbow (that is all you can see of him). Next he puts a pushpin into the "IHI believes" piece of paper, and comes back with others. He pins them up in order, one by one, so that in about 10 seconds they cover the map and read (from left to right) "IHI believes that solutions to national problems are found at a regional level."

Next, a hand gathers up the map and those words and folds them together to reveal the neutral color background that the video started with. One hand enters from the bottom left, then another from the right, then another from the top (all coming into the picture and covering each others hands). There are all different color hands. There is a hand with a white surgical glove, a hand with a blue glove, and a hand with a purple glove. They make a "hand pig pile" in the center of the video. Then, they each slowly move out of the center in the same order that they came in, revealing underneath their pig pile a copy of the IHI 2010 National Forum brochure. A yellow loose-leaf piece of paper comes in from the right of the video that is pre-printed with the words "Join Us as we Take Care to Improve Health Care". It lands diagonally across the National Forum brochure (so that it is partially covering the brochure). Then a hand comes in from the right and draws an exclamation point after the word "Care" on the loose-leaf piece of paper so that it reads "Join Us as we Take Care to Improve Health Care!"

This shot slowly fades into a computer-generated background (bright purple) with the words "Institute for Healthcare Improvement 22<sup>nd</sup> Annual National Forum on Quality Improvement in Health Care, December 5-8, 2010 Orlando, Florida [www.IHI.org/Forum](http://www.IHI.org/Forum) appears.

This background stays on the screen until the music tapers off.

That is the end of the video. In total, it is about one minute and 35 seconds.