



Title: IVAC - The Smart Needleless Choice

Draft: 5

- A key IVAC spokesperson will introduce the issues of safety, and cost, and state the IVAC *Person* (Person)
- * The use of this corporate representative underlines the significance of this IVAC innovation. This figure says the company is fully behind this new product.
- The 'host' will appear as a health professional (nurse or practitioner)
- The instructive demonstration will be performed by an unseen individual, all in close-up on the action itself. This allows the viewer to focus on the specific points of difference in the system, rather than being distracted by watching someone else prepare an IV set. The point of view during the demonstration is that of the viewer as practitioner, not the viewer watching someone else work.

- Title/Graphic: IVAC logo	1. - Anncr: From the leader in infusion therapy. (with signature music logo)
- Black	
- Composite: Key IVAC management person speaks as (still) images move through the scene - hospital administrators conferring with staff	2. - Host/OC: - Healthcare workers today are doing more with less. There is less tolerance than ever for unnecessary expense and avoidable hazards.
- Nurses performing their duties.	3. - Accidental needle sticks <u>are</u> a hazard that costs money - \$1000 or more per incident in testing <u>alone!</u> Needlesticks can also result in transmission of blood borne diseases.
	4. Also, allergic reactions to latex are on the rise, which means increased risk for patients, healthcare workers and hospitals.
	5. Removing needles and latex from hospitals has become a high priority... in healthcare and at IVAC Medical Systems.
(Transition)	
- Graphic/animation: SmartSite Valve We see bellows expand as (fitting) is attached. We see fluid begin to flow.	6. - Narr/VO: The heart of the SmartSite system is the unique valve design. This patented IVAC design allows for flow... ...and re-seal without a needle, a cannula,

- (Fitting) is removed, bellows contracts, fluid stops.

- Host is standing in front of wall-size photo blow-up of SmartSite

- Med C/U: Close roller regulating clamp

- C/U: Remove cap

- Med C/U Spike bag, then suspend on hanger

- C/U: Prime by squeezing drip chamber. Show fluid filling to drip line on chamber,

- C/U Invert valve, flick with finger

- Host

- Med C/u
Site being swabbed

Syringe is attached

- Syringe is pushed. We see path of fluid flow

or a cap. The design also provides a closed system when not activated, resisting bacterial contamination through the valve.

7.

8. -Now, you're going to see how easy the SmartSite system is to use. There are fewer steps than other needleless systems, and no extra parts.

9. - First, close the regulating clamp.

10. - Remove the spike cap.

11. - Spike and the bag.

12. - Begin priming it just as you would any standard gravity set.

13. - Open the regulating clamp

- Invert and tap the valve ports to remove air...

- Then close regulating clamp.

14. - *Host/OC: Air can also easily be removed by aspirating fluid from the valve, using a luer locking syringe.*

15. - *Now the system is ready to use.*

16. - Narr/VO: To administer an injection, attach a syringe.

Simply swab the site, and attach the luer lock or luer slip to the valve.

17. - Notice that the fluid path is a straight line ... from the syringe into the tubing.