

VIDEO 1: QScript

Project Title:	QScript
Due Date:	1 st March 2020
Required Output:	2-3 minutes, video
Video usage:	Online, social media, exhibition stand, online modules- section C
Objective - what's the point of this new video?	Key messaging consumer facing. Consumer focused
Target Audience:	Primary Target group - Health consumers, Secondary target group - prescribers, pharmacists,
Key Points you want to get across / Project specifics:	<p>Queensland health has introduced a computer system called QScript.</p> <p>It provides your doctors and pharmacists with up to date information about certain high-risk medicines you are prescribed. These medicines are referred to as monitored medicines.</p> <p>These changes will help doctors and pharmacists provide safer care.</p> <p>QScript assists doctors and pharmacists with identifying high-risk circumstances but does not prevent clinicians from prescribing or dispensing a medicine they believe is clinically necessary.</p> <p>QScript will assist doctors and pharmacist to identify early any potential problems with the safety of your medicines.</p> <p>Your privacy is protected. Only doctors and pharmacists involved in your care can view your information</p>
Does the video require a voice over?	No
Does the video require music?	Yes- Background
Existing video references:	
Required style:	Consumers, doctors and pharmacists filmed – piece to camera
Tone/Feeling:	Emotional, informative
What assets (if any) can be provided?	Logos/Branding – Qscript, Queensland Health logo. Special thanks to Consumers QLD, PainAus, APMA, PSA, Pharmacy Guild, RACGP

QSCRIPT / Public facing video

Setting: alternating lines with many people talking – including a range of ethnicities and ages.

OR: A pharmacy / someone is served, leaves. Then the pharmacist delivers this to the camera

OR: a doctors consult room where someone is served / leaves and the doctor delivers this to the camera.

*Request these are real consumers, GPs, and pharmacists (both community and accredited)

GP/DOCTOR: Many of my patients live with complex and challenging health conditions.
CONSUMER 1: I live with ...
CONSUMER 2: Persistent pain.
CONSUMER 3: Anxiety.
CONSUMER 1: Sleep problems.
DOCTOR 2: Medicines can be a helpful part of treatment along with other strategies.
PHARMACIST 1: But some of these medicines can be harmful – or even fatal.
DOCTOR 1: Which is why Queensland Health is introducing QScript.
DOCTOR 2: A system which allows doctors and pharmacists to quickly and easily monitor the use of high-risk medicines,
CONSUMER: so I get safer and better care that's coordinated between my healthcare team
CONSUMER 1: Living with my condition is challenging enough.
CONSUMER 2: It gives me peace of mind to know that my doctor and pharmacist are clear about medicines.

CONSUMER 3: I know I can talk to my doctor and pharmacist to come up with a plan that will be best for me.

CONSUMER 1: My privacy is really important

PHARMACIST 1: Only those involved in your care are authorised to view the information contained in QScript.

DOCTOR 1: These changes will ensure that

CONSUMER 2: I get the best treatment;

DOCTOR 2: at the right time;

PHARMACIST 2: in the safest way.

CONSUMER (S) 1,2,3: QSCRIPT. tagline