

Project: Glaucoma Medication Compliance Video

Assignment: Revamp a video script to better explain what glaucoma is and how to better manage the condition. Suggested patient questions (to elicit specific sound bites; not included in final video) are highlighted in yellow.

Visual	Audio
#1) SCREEN TEXT: COMPLIANCE COUNTS Following your glaucoma treatment plan CAN help preserve your eyesight	#1) MUSIC
#2) DOCTOR at desk	#2) DOCTOR: Over 3 million people in the United States have an eye disease called glaucoma. But only half of those actually know they have it. Glaucoma is often called the “sneak thief of sight” because it can cause blindness with few or no symptoms. When you — or someone you love — is diagnosed with glaucoma, it is important to remember that you are not alone, and that help is available.
#3) [PATIENT #1 engaging in activity] QUESTION: Tell us about when you were first diagnosed with glaucoma.	#3) PATIENT #1: (VO) “When I was first diagnosed with glaucoma...”
#4) PATIENT #2 being interviewed QUESTION: How did you feel when you heard you had glaucoma?	#4) PATIENT #2: “I couldn’t believe it...”

<p>#5)</p> <p>DOCTOR at desk</p>	<p>#5)</p> <p>DOCTOR:</p> <p>Glaucoma is a serious eye disease and a leading cause of preventable blindness among adults in the United States. It is characterized by unusually high pressure inside the eye. This intraocular pressure, or IOP, can damage the optic nerve over time and lead to permanent vision loss.</p> <p>Unfortunately, even if your pressure is too high, you may not physically feel any different. But increased eye pressure can still cause damage without you knowing it.</p>
<p>#6)</p> <p>PATIENT #1 being interviewed (or shown having an eye exam)</p> <p>QUESTION: Did you have any symptoms?</p> <p>QUESTION: Is there a history of glaucoma in your family?</p>	<p>#6)</p> <p>PATIENT #1:</p> <p>"I was just in for a routine eye exam. I had no idea I had glaucoma ..."</p> <p>"No one in my family has had glaucoma that I know of..."</p>
<p>#7)</p> <p>DOCTOR at desk</p>	<p>#7)</p> <p>DOCTOR:</p> <p>To understand how increased IOP can lead to vision loss, it's important to know how the eye works.</p>

<p>#8)</p> <p>SCREEN TEXT: The Human Eye—Cross Section.</p> <p>ANIMATION: Aqueous humor flowing out of eye</p> <p>ANIMATION: Aqueous humor produced blocked from exiting.</p> <p>SCREEN TEXT: Aqueous Humor blocked inside the eye</p> <p>SCREEN TEXT: Pressure inside the eye</p> <p>ANIMATION: Cross section of eye; two arrows push against front of eye to demonstrate pressure</p> <p>ANIMATION: Arrow pointing to optic nerve</p> <p>SCREEN TEXT: The Optic Nerve</p>	<p>#8)</p> <p>DOCTOR: (VO)</p> <p>Your eyes naturally contain fluid, called aqueous humor, which keeps them nourished and healthy.</p> <p>Normally, this fluid flows and drains freely out through canals at the top and bottom of the eye.</p> <p>In people with glaucoma, the fluid does not drain properly, which causes increased IOP.</p> <p>Aqueous humor buildup has been shown to increase the pressure inside your eye.</p> <p>Too much pressure backs up like a clogged drain and may damage the optic nerve.</p> <p>This damage can lead to vision loss.</p>
<p>#9)</p> <p>CUT TO:</p> <p>Sunny city park</p> <p>Screen fills with blackness to demonstrate vision loss with glaucoma</p>	<p>#9)</p> <p>DOCTOR: (VO)</p> <p>Instead of seeing the whole picture, the top, sides and bottom area of your vision may gradually blur, and eventually darken. These changes are permanent and may lead to complete blindness.</p>
<p>#10)</p> <p>PATIENT #2 [being interviewed, or engaged in activity, perhaps being with family, grandchildren saying, “Grandma, look at this!”]</p> <p>QUESTION: What would your life be like if you became blind?</p>	<p>#10)</p> <p>PATIENT #2: (VO)</p> <p>“I can’t imagine what my life would be like...”</p>

<p>#11)</p> <p>PATIENT #1 being interviewed, or engaged in activity.</p> <p>QUESTION: What would your life be like if you became blind?</p>	<p>#11)</p> <p>PATIENT #1: (VO)</p> <p>“My life would be...”</p>
<p>#12)</p> <p>DOCTOR at desk</p>	<p>#12)</p> <p>DOCTOR (VO):</p> <p>Although there is no cure for glaucoma, it can be effectively controlled and further vision loss prevented.</p> <p>Experts agree that reducing IOP is the best way to manage glaucoma and prevent vision loss.</p> <p>In fact, studies have shown that the more your IOP is lowered, the better the chance you have of reducing your risk of vision loss.</p>
<p>#13)</p> <p>SCREEN TEXT:</p> <p>TITLE: Lowering intraocular pressure (IOP)</p> <ol style="list-style-type: none"> 1. Decrease the amount of aqueous humor your eye produces 2. Improve the drainage of aqueous humor 3. A combination of the two <p>Methods:</p> <ul style="list-style-type: none"> -Medication eyedrops -Traditional or laser eye surgery 	<p>#13)</p> <p>DOCTOR (VO):</p> <p>There are two ways to lower IOP pressure:</p> <p>One is to decrease the amount of aqueous humor your eye produces. The other is to improve the drainage of aqueous humor out of your eye. Sometimes, a combination of the two is used.</p> <p>Special eyedrops that reduce IOP are usually the first line of defense. These eyedrops are used every day.</p> <p>If the drops don't control your pressure or keep your IOP low enough, surgery — either traditional or with a laser — may be the next step.</p> <p>Unfortunately, none of these treatments will restore any vision already lost to glaucoma.</p>

<p>#14)</p> <p>PATIENT #1 being interviewed</p> <p>QUESTION: Was your glaucoma discovered at an early stage?</p> <p>QUESTION: How is your doctor treating your glaucoma?</p>	<p>#14)</p> <p>PATIENT #1:</p> <p>“I was lucky — my doctor caught it early... I have little loss of vision and I have a really good chance of saving my sight...”</p> <p>“My doctor prescribed eyedrops...”</p>
<p>#15)</p> <p>DOCTOR at desk</p> <p>SCREEN TEXT:</p> <ul style="list-style-type: none"> - COMPLIANCE - Learn about glaucoma - Follow your doctor’s instructions - Take your eyedrops correctly 	<p>#15)</p> <p>DOCTOR:</p> <p>Eyedrops are not something you can use for a few months to make your glaucoma go away. They are a long-term therapy. For optimal results, you will need to take your eyedrops every day as your doctor prescribed.</p> <p>And the most important aspect of any long-term therapy is COMPLIANCE.</p> <p>Compliance involves learning all you can about your disease, carefully following your doctor’s instructions, and taking your eyedrops correctly.</p>
<p>#16)</p> <p>SUGGEST SPLIT SCREEN WITH “Learn about glaucoma” HIGHLIGHTED.</p> <p>CUT TO:</p> <p>SCREEN TEXT:</p> <p>Visit www.[medication].com</p>	<p>#16)</p> <p>DOCTOR: (VO or split screen)</p> <p>In addition to watching this video, you can learn about glaucoma by visiting www.[medication].com. There are also links to patient groups on this web site.</p>

<p>#17)</p> <p>SUGGEST SPLIT SCREEN WITH “Follow your doctor’s instructions” HIGHLIGHTED.</p> <p>SUGGEST IMAGES PERTAINING TO THE TEXT.</p>	<p>#17)</p> <p>DOCTOR: (VO or split screen)</p> <p>Following your doctor’s instructions means using your eyedrops exactly as your doctor prescribed, and doing your best not to miss a dose.</p> <p>Some things that can help you remember to take your glaucoma eyedrops are:</p> <ul style="list-style-type: none"> - Keeping your eyedrops in the same place in your home so you always know where they are. - Associating taking your eyedrops with other daily routines you’ve established for yourself, such as brushing your teeth. - Setting a daily clock or watch alarm that can remind you to take your eyedrops. <p>There are programs designed to help you with compliance, such as Compliance Counts, which provides patient education and a device to remind you to take your medication at the right time. Ask your doctor for more information.</p>
<p>#18)</p> <p>SUGGEST SPLIT SCREEN WITH “Take your eyedrops correctly” HIGHLIGHTED.</p>	<p>#18)</p> <p>DOCTOR: (VO or split screen)</p> <p>In addition to learning about glaucoma and taking your medication as prescribed by your doctor, compliance also involves administering your eyedrops correctly. Here are some basic instructions for taking eyedrops:</p>
<p>#19)</p> <p>Patient instilling drops</p>	<p>#19)</p> <p>First wash your hands. With your head tilted back, use your index finger to pull down on your eyelid to form a pocket.</p> <p>Gently squeeze 1 drop into the pocket. Do not let the bottle tip touch your eye, your fingers or any surface.</p> <p>Now gently close your eye for about 2 minutes and lightly press the inside corner of your eye. This will help keep the medication in contact with your eye.</p> <p>Finally, gently blot or wipe off any excess medication that may have gotten on your skin or lashes.</p> <p>Wait at least 10 minutes after using your glaucoma eyedrops before using any other eyedrops, such as artificial tears.</p> <p>Again, these are only general instructions. Be sure</p>

	to carefully follow the specific instructions your doctor has given you.
#20) PATIENT #2 being interviewed QUESTION: How did you feel about eyedrop therapy?	#20) PATIENT #2: "I was a little nervous about putting drops in my eyes... but it sure beats eye surgery!"
#21) DOCTOR at desk	#21) DOCTOR: (VO or split screen) It is important to use your glaucoma eyedrops as directed by your doctor, even if you experience some minor side effects. Side effects occur with many different types of medications. One of the most common side effects of glaucoma eyedrops is eye redness, known as hyperemia.
#22) SUGGEST ANIMATION: Eyes showing normal redness, increased redness, then decreased redness.	#22) DOCTOR: (VO) Your eyes naturally have some redness because of the presence of blood vessels. Increased redness is a common side effect of glaucoma eyedrops, especially when you first begin to use them. As your eyes adjust to the glaucoma eyedrops, your eye redness should fade. However in some patients, eye redness may continue longer. Increased eye redness is usually painless and cosmetic in nature. It is not a sign that anything is wrong with your therapy. Of course, as with any new medication, if you do experience any pain or other symptoms while using glaucoma eyedrops, talk to your doctor.
#23) PATIENT #1 working, reading QUESTION: How did you feel about eye redness and any other side effects? Would it make you stop your eyedrops therapy?	#23) PATIENT #1 (V.O.) "Eye redness passes. I wouldn't stop taking the drops just because my eyes are red."
#24) DOCTOR at desk	#24) DOCTOR: Although it may be distracting to have eye redness, remember it is important to stay on your

	<p>medication, taking it as directed by your doctor.</p> <p>Compliance with the treatment plan your doctor prescribes is extremely important in helping your medication work effectively to protect your sight.</p>
<p>#25)</p> <p>[IF VIDEO ENDS HERE]</p> <p>PATIENT#1 interviewed</p> <p>QUESTION: What are you doing now to preserve your eyesight?</p>	<p>#25)</p> <p>[IF VIDEO ENDS HERE]</p> <p>PATIENT#1:</p> <p>"I get my eye pressure checked regularly and I use my glaucoma eyedrops every day — just as my doctor prescribed..."</p>
<p>SOME VERSIONS OF THE VIDEO WILL INCLUDE THE FOLLOWING:</p>	
<p>#26)</p> <p>DOCTOR at desk</p>	<p>#26)</p> <p>DOCTOR:</p> <p>There are several glaucoma eyedrop medications available today. Your doctor has selected [medication] eyedrop therapy for you because it is safe, effective and proven to lower IOP.</p>
<p>#27)</p> <p>SCREEN TEXT: Aqueous Humor leaving the eye</p> <p>ANIMATION: Animated arrows show aqueous humor outflow</p> <p>SCREEN TEXT: Dual outflow with [medication]</p>	<p>#27)</p> <p>DOCTOR: (VO)</p> <p>[medication] therapy is thought to lower and control IOP by enhancing the outflow of aqueous humor, helping it to drain through not just one, but two separate path ways out of your eye.</p> <p>This dual method of outflow makes [medication] a unique therapy to lower your IOP and help manage your glaucoma.</p>
<p>#28)</p> <p>PATIENT #2 being interviewed</p> <p>QUESTION: What were your IOP levels before you used [medication] and after you began treatment?</p>	<p>#28)</p> <p>PATIENT #2:</p> <p>"When I first got diagnosed with glaucoma my pressure was..."</p> <p>[medication] did a really great job of lowering the pressure. Now it's..."</p>
<p>#29)</p> <p>DOCTOR at desk</p>	<p>#29)</p> <p>DOCTOR:</p> <p>One of the advantages of [medication] [medication] have developed a program to help you with compliance.</p>

<p>SCREEN TEXT (or split screen with doctor at desk):</p> <p>Compliance Counts www.compliancecounts.com</p> <p>CUT TO:</p> <p>Montage of brochures, etc.</p> <p>CUT TO:</p> <p>Image of device.</p> <p>Patient using device.</p>	<p>This program, called Compliance Counts, includes a web site at www.compliancecounts.com. The web site contains more information about glaucoma.</p> <p>Brochures and instruction sheets are also available to help you follow your doctor’s instructions.</p> <p>The makes of [medication] also offer the [medication] Compliance Aid, which helps you remember to take your [medication] eyedrops at about the same time every day.</p> <p>The [medication] Compliance Aid is easy to use: To set it, simply place your [medication] bottle in the center of the device and press the activation button.</p> <p>After 23 hours, a blinking light will come on and an optional alarm will sound, indicating that it’s time to take your [medication].</p> <p>Press the activation button to turn off the light and alarm and take your [medication].</p> <p>Return your [medication] bottle to the [medication] Compliance Aid holder and activate the timer once again. It’s that easy.</p> <p>Be sure to ask your doctor about the [medication] Compliance Aid. It can help you stay compliant!</p>
<p>#30)</p> <p>PATIENT#1 [engaged in activity]</p> <p>QUESTION: How have the makers of [medication] made it easier to follow your doctor’s orders?</p>	<p>#30)</p> <p>PATIENT#1: (VO)</p> <p>“The brochures, the web site — and especially the [medication] Compliance Aid have all helped me to stay on my medication...”</p>
<p>#31)</p> <p>DOCTOR at desk</p>	<p>#31)</p> <p>DOCTOR:</p> <p>Remember, [medication], like most glaucoma medication, is a long-term therapy. It can only help preserve your eyesight when you use it as directed.</p> <p>In other words, COMPLIANCE COUNTS!</p>

<p>#32)</p> <p>PATIENT#2</p> <p>QUESTION: What are you doing now to preserve your eyesight?</p>	<p>#32)</p> <p>PATIENT#2</p> <p>"I get my eye pressure checked regularly and I use my [medication] eyedrops every day — as my doctor prescribed."</p>
<p>#33)</p> <p>Visuals of the two patients engaging in various activities — work, play, with family members, etc.</p> <p>SCREEN TEXT SCROLL:</p> <p>[medication] is indicated for...</p>	<p>#33)</p> <p>MUSIC from beginning of video</p>