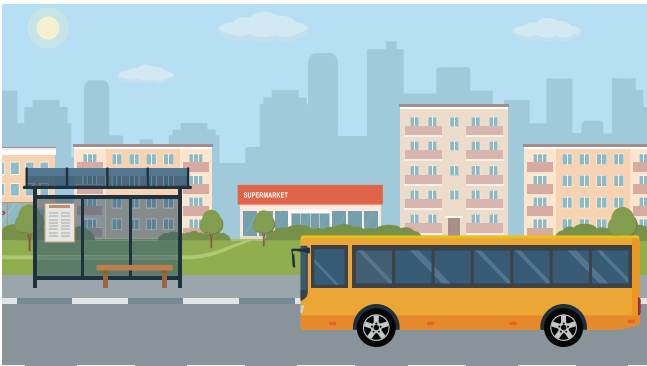


MEDICAID



Open on FRANK and JOHN, two friends around retirement age who are waiting at the bus stop. Frank is trying to solve a crossword puzzle.

Frank:

Hmm, I'm really stuck on this one. Fourteen letters.

John:

What's the clue?

Frank:

“Problem-solving process that helps you live a healthier life.” That could be anything!

John:

Oh, that's easy.

As John spells out the word, the letters appear above their heads, one by one, in a crossword grid.

John (continued):

C-A-R-E-M-A-N-A-G-E-M-E-N-T. Care management.

Frank:

That fits, but how did you know that?

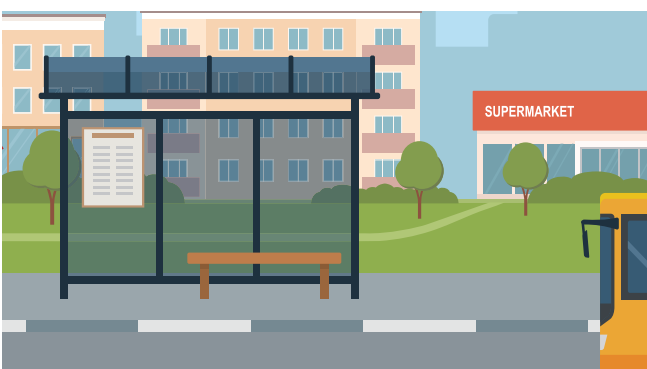
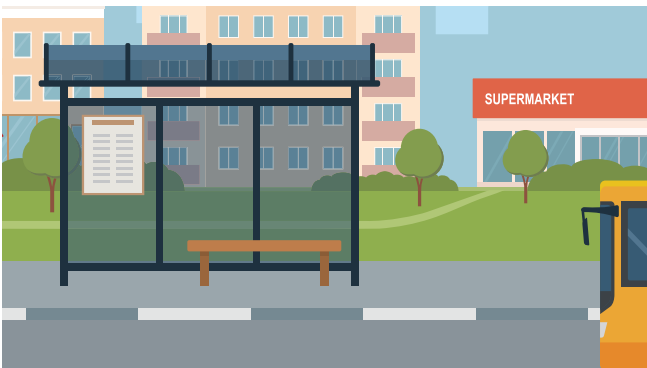
The Aetna Better Health of Louisiana logo, subtitled “a MyCare Louisiana, Medicare-Medicaid Plan,” replaces the crossword grid, and fills the screen.

John:

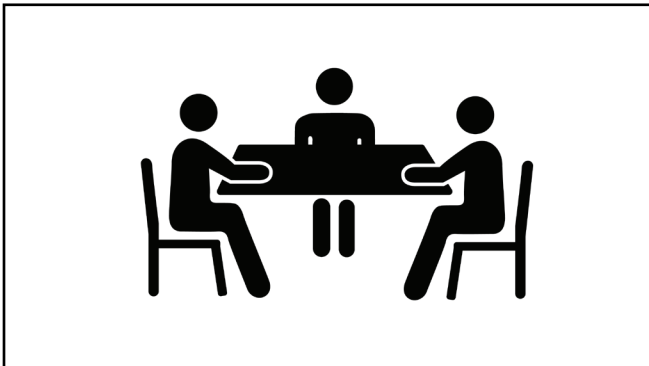
Because that's exactly what my Aetna Better Health plan gives me. A Care Management program with my very own care manager who coordinates all my health services with me.

Frank:

I'm thinking about joining Aetna Better Health – but I don't think I qualify for a Care Manager.



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The logo goes away, and we go to John's living room. A CARE MANAGER is sitting in a chair next to them, with laptop open.

John:

Yes, Everyone with Aetna Better Health of Louisiana gets a care manager as part of their plan. It's one of the many benefits that come with joining.

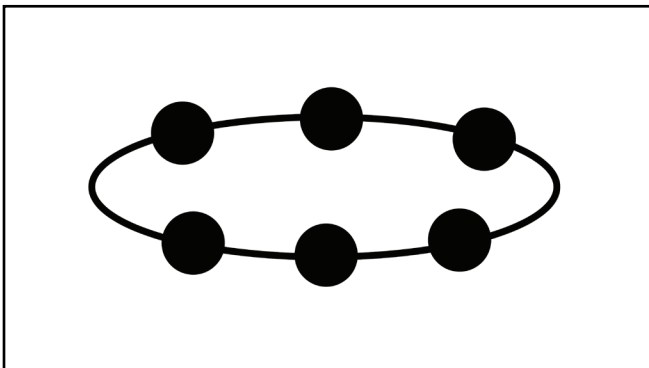
Frank:

What does a care manager do? Does it cost extra?

John:

Not a penny, Frank. Your care manager meets with you, either on the phone or in person...

A series of icons appears above and/or around them, representing doctors, care providers, prescriptions, medical equipment, transportation services, and medical facilities.



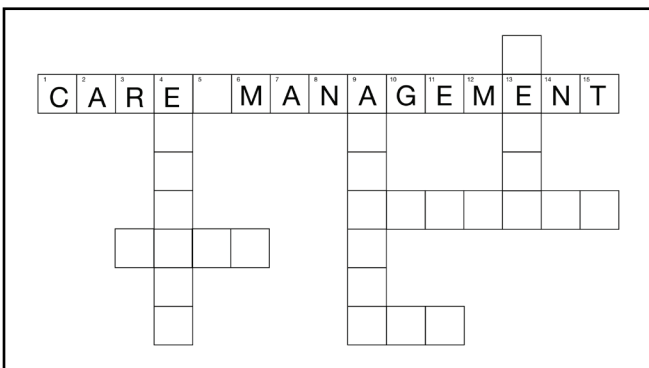
John (continued):

...and works with you, and your doctors, and all your othim providers to make sure you get the right care and services. It's all voluntary, but helpful to keep track of the different services.

Frank:

They'll help sort it all out for me?

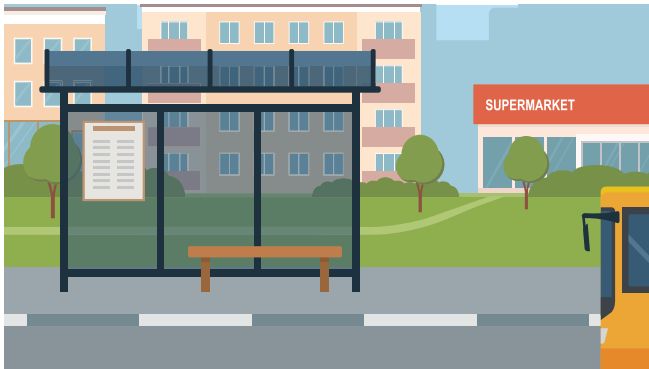
The icons turn into the words they represent, formed into a crossword grid that fills the screen.



John:

Yep! The goal is to build a care plan just for you, using all of the resources at your disposal, to help you create a plan that is right for you and your needs.

MEDICAID



Move to John and Frank back at the bus stop.

Frank:

Wow. Is this just like a one-time thing, setting up your care plan, or do they help you ongoing?

John:

Absolutely! A care manager can help guide you if...

John and background slide out of frame ER background slide in

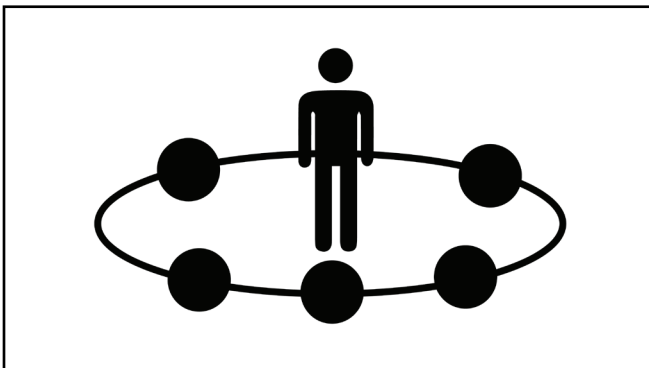
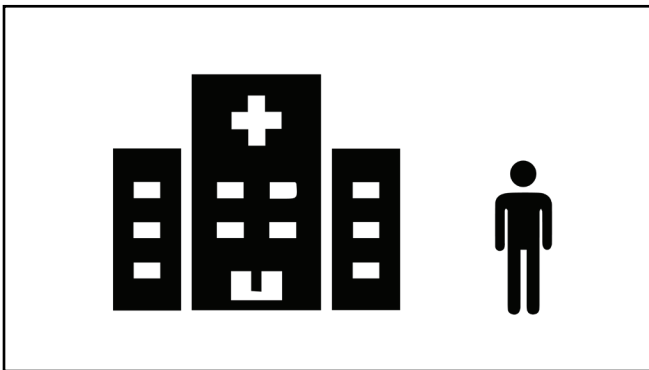
John (continued):

...you're going to the emergency room a lot...

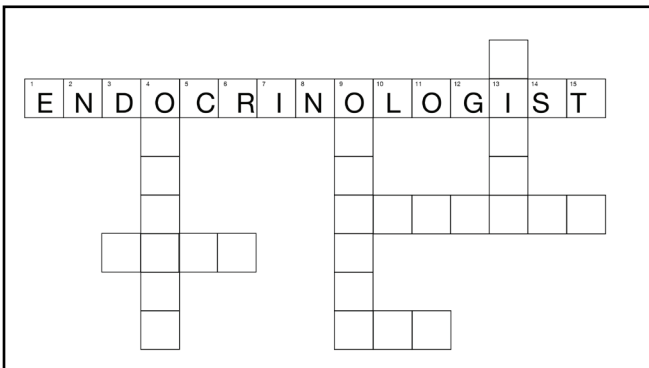
Frank moves into an open space, with icons swirling around him representing medical supplies, medicines, testing kits, diagnostic equipment, medical technicians and hospitalists.

John (continued):

...or you're having trouble getting tests or supplies your doctor ordered for you...



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Another crossword grid of words appears around him, made up of names of specialists such as endocrinologist, cardiologist, dermatologist, hepatologist, nephrologist, oncologist, orthopedic surgeon, psychiatrist and pathologist, ophthalmologist.

John (continued):

...or your doctor wants you to see a specialist but you don't know what to do...

Move to Frank at home meeting with a personal medical attendant dressed as a nurse.

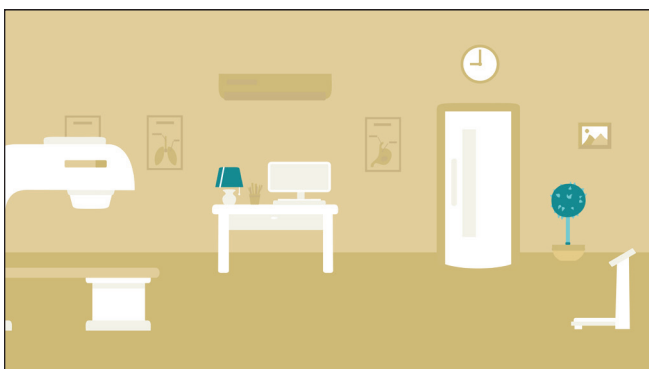
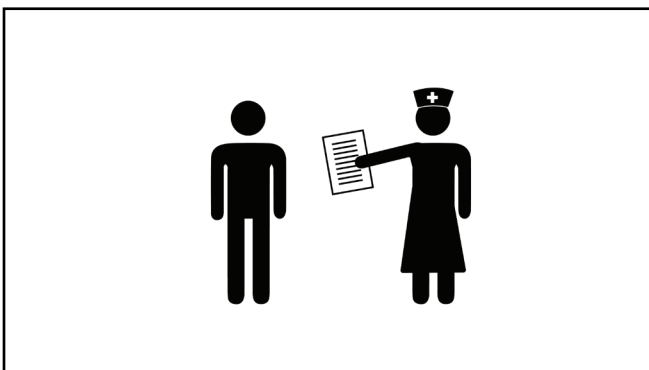
John (continued):

...or you need services to help you at home with longterm support.

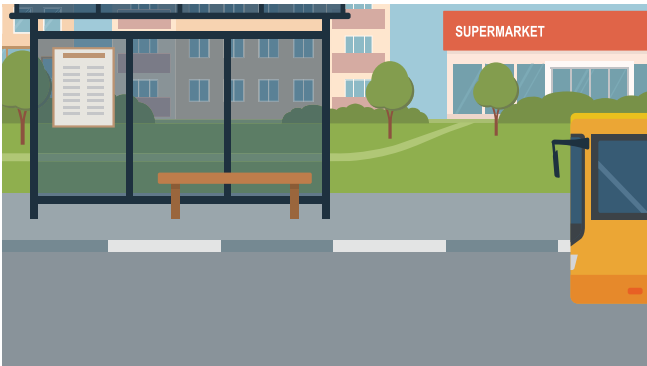
Background moves to a doctor's office whime a nurse hands him a packet of information, and goes over it with him.

John (continued):

And if you need extra help with an illness like diabetes or high blood pressure or something like that, your care manager will even help you get more in-formation about it and the different kinds of treatment available. They can also help with finding a new doctor and scheduling transportation to get to and from appointments.



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Move back to Frank and John at the bus stop.

Frank:

My goodness, John. That's a lot of help. But I don't know who my Care Manager is.

The phone number and title appears above them:

Aetna Better Health of Louisiana

24-Hour Care Management Helpline

1-855-364-0974

Dial Option 5

John:

Easiest thing in the world to find out! Just call the 24-hour Care Management line...the number is on the back of your Member card, they can also give you a fridge magnet. You can write your Care Manager's name on it and stick it on your fridge or stove so you won't forget.

Frank:

Well I'm going to call them right away. Just as soon as you help me finish this puzzle.

The Aetna Better Health of Louisiana logo fills the screen, the phone number remains, accompanied by the URL.

John:

Sounds good. We can help each other solve the crossword, and Aetna Better Health will help you solve your care plan.



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Characters

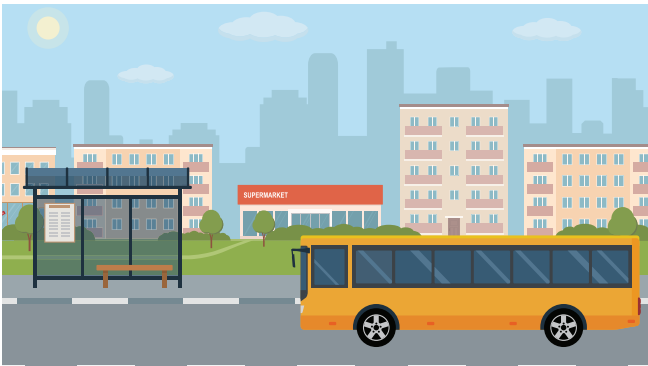
John

Frank

Care Manager, Nurse, Doctor



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Locations

- Bus stop
- Hospital
- Home
- Exam Room

