The Joint Chiropractic: Your Journey to Wellness

Introduction: The goal of this video is to generate new patients. It will give the viewer an introduction to chiropractic care at "The Joint Chiropractic" in Salt Lake City, Utah (Downtown or Sugarhouse locations.) The viewer will be shown what to expect during the intake process, the three typical adjustments and plans/pricing for continued treatment. This knowledge is meant to help encourage the viewer to give the Joint Chiropractic a try.

Learning Objectives:

- **Describe the intake process when visiting "The Joint Chiropractic."**
- **Name three areas the chiropractor will adjust**
- **Tell what wellness plan or package best suits their needs**

Outline:

Scene 1 Introduction: Opening scene with video title and intro question

Scene 2: Intake process

Scene 3: Adjustments questions

Scene 4: Adjustment Video

Scene 5: Plans and Pricing

Scene 6: Conclusion to recap and encourage visiting the clinic

Characters: Receptionist, Chiropractor, Patient

Color Palette: Blue: 357ACE , Sea Green: 16BFC8

1. Scene 1: Introduction			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
Background: Blue **Script 1 Title: set at the top** **3 chiropractic images set below title** **Script 2: Set at the top with spine image set below** **Script 3: Set at the bottom below spine in three sections across**	**Script/Audio 1 Title - Narrator: WELCOME TO THE JOINT CHIROPRACTIC. YOUR JOURNEY TO WELLNESS BEGINS HERE** **Script/Audio 2 Narrator: Are you considering being seen at "The Joint Chiropractic" but don't know what to expect?** **Audio 2 Cont.: No worries. Watch this short video to discover what the intake process, adjustments, plans and pricing are like.** **Script 3 Narrator: Intake process, Adjustments, Plans and Pricing**	**Slide starts with background music, which plays throughout each Scene, except Scene 4.** **Script 1: Enter effect - Slide down** **3 images: Enter effect - Iris circle/center** **Script 1 and 3 images: Exit effect sliding up at end of audio 1.** **Script 2: Enter effect - Slide down with audio reference** **Script 3: Enter effect with audio reference**	

2. Scene 2: Intake Process			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
Background: Front Reception, wall (sea green) with "The Joint Logo" left top corner, long desk and	**Audio 1 Receptionist: Welcome! Have you been to any joint location before?** **Audio 1 Patient: No I haven't. I saw a video online, so I came in.**	**Scene Transition: Zoom to center** **Patient walks in from the right up to the right side of the reception desk**	

receptionist (back left), two chairs (left side) **Receptionist looks to the right side of the screen** **Patient: Walks up and stands to the right of the desk looking at receptionist** **Script text set on desk front side**	**Audio 3 Receptionist: Great! Let me tell you about the intake process. I will first ask you some questions. Then I will take your ID and get you a key tag. You can scan it the next time you come in. We are a walk-in clinic open six days a week. We don't take insurance, but this helps us keep costs low for you. Next you will need to fill out some paperwork. After that, you are ready for your adjustment.** **Audio 3 Patient: Sounds good, thanks.**	**Patient and Receptionist have a conversation**	

3. Scene 3: Adjustments			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
Continued from last scene	**Audio 1 Receptionist: You are all set. Do you have any questions or concerns before your adjustment?** **Audio 1 Patient: What does an adjustment feel like?** **Audio 2 Receptionist: The adjustment is a very quick process that is over before you know it. The immediate feeling is often euphoric and relieving. It doesn't typically hurt, but may hurt a little if the area is inflamed, swollen or irritated.** **Audio 2 Patient: What areas will the chiropractor adjust?**	**Transition: Zoom to center**	

	Audio 3 Receptionist: The chiropractor will typically adjust your neck, back and hips, but if you need additional areas adjusted, just ask. While we are waiting for the chiropractor, let's watch this video of a patient being adjusted.		

4. Scene 4: Adjustment Video			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
Background: Blue - Camera zoomed with video image to the right of script text **Script centered to the left**	**Script: Chiropractic Adjustment By Dr. Farnsworth**	**Transition: Zoom to center** **Camera zoom to enlarge video image**	

5. Scene 5: Plans and Pricing			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
Background: Receptionist scene **Receptionist set further to the left**	**Audio Receptionist 1: Welcome back! How was your adjustment?** **Audio Patient 1: Fabulous!** **Audio Receptionist 2: Let's go over the plans and pricing we have available. Single visits are $45. The best value we have is for the wellness plan. That plan costs $79 a month and includes four visits. Additional visits are $10 each. Our next best value is**	**Transition: Zoom to center** **Camera is zoomed in on avatars and space inbetween** **Script fades in with the audio reference**	

Patient is further to the right **Script is set between the two avatars**	**to pay for individual visits. Six visits cost $199, 10 visits cost $289 and 20 visits cost $469.** **Script 1: Single visits: $45** **Script 2: Wellness Plan: $79** **4 visits, Additional visits $10** **Script 3: Packages** **6 visits - $199** **10 visits - $289** **20 visits - $469**		

6. Scene 6: Conclusion			
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**	**Comments**
Background: Sea Green **Receptionist enlarged from thigh up - left side of screen** **The Joint Logo centered to the right of avatar** **Script text set right side. Addresses straddle the Joint logo**	**Audio 1 Receptionist: Thank you for watching this video. We hope to see you soon at one of our locations either downtown Salt Lake City or Sugarhouse. Our goal is to help your body heal fast and achieve overall wellness. We aim to make the intake process fast and friendly, followed by a thorough adjustment. The best part is our affordable wellness plan or packages will help you continue to receive treatment so you may feel your best. Even better, new patients that mention this video will receive one free visit after their initial first visit. See you soon!** **Script: Downtown Location** **358 S. 700 E. Salt Lake City, Utah 84102,** **801-666-2180**	**Transition: Zoom to center**	

	Sugarhouse Location **1126 E. 2100 S. Salt Lake City, Utah 84106,** **801-467-8683**		