Sample Storyboard
eLearning Storyboard v 1.0

Approximate Seat Time: 10 min
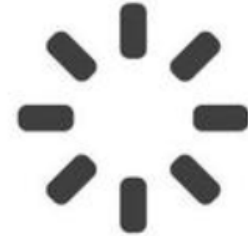
Instructional Designer: Caitlin Myers

Screen 01	Screen Title: Start	
On Screen Text	Audio Text	Graphic Comments
Integrating Insights into Strategy	"Having explored Health Equity, this module focuses on integrating HE insights and considerations into our brand planning processes specifically for Marketing, Medical, and Market Access roles."	*Standard template – but with branding updates:*

Duration: 10 minutes	Select START to begin or select HELP in the upper righthand corner to learn how to navigate this course.	
		Word Count: 49

Screen 02	**Screen Title: Objectives**	
On Screen Text	Audio Text	Graphic Comments
Apply 6 key strategies for Health Equity integration, Identify relevant Key Business Questions (KBQs), Connect Health Equity actions, and Prepare for workshop & case studies	"By the end of this module, you'll be familiar with six key strategies for embedding Health Equity into your work, understand critical business questions to ask, see how these concepts apply to your roles, and be prepared for deeper dives in our workshops and case studies."	*Visual: Icons next to each objective. Clear, concise text. Follow new brand guidelines for layout. Interaction: Click 'Continue'.*
		Word Count: 46

Screen 04	**Screen Title: Health Equity Framework**

On Screen Text	Audio Text	Graphic Comments
Health Equity Framework: 6 key strategies for Integrating Health Equity: ● Collect ● Identify ● Incorporate ● Broaden ● Partner ● Create	"There are six key strategies that help us address important Health Equity business questions and embed Health Equity actions into COMPANY's planning and execution. Select each icon to find out more."	*Icons and text synced to audio* *Central graphic showing icons for Health Equity 6 strategies (Collect, Identify, Incorporate, Broaden, Partner, Create) arranged circularly. Use current icons. Interaction: Icons animate in sequence with audio. When user selects icon, Storyline branches to next slide. Click 'Continue'.*
		Word Count: 31

Screen 09	Screen Title: Knowledge Check
Multiple Choice	

Scenario: Your team identifies lower adherence among patients speaking language X. Which strategies are MOST relevant initially? *(Instruction: Select the best answer and select Submit)* A) Collect / Identify B) Broaden / Create C) Partner / Incorporate

*Select the correct answer, then **Submit**.*

Development Comments: No audio. Provide feedback if correct or incorrect. Learners have one attempt.

Correct answers:	Incorrect Answers:
A. Collect/Identify	B. Broaden/Create
	C. Partner/Incorporate
	D. All of the Above
Correct Feedback: That's right! Understanding the 'why' (Collect/Identify) is crucial before developing specific messaging or solutions.	**Incorrect Feedback:** Not quite. While other strategies are important later, first understanding the specific barriers and data (Collect/Identify) is key.

Screen 10	Screen Title: Summary & Key Business Questions	
On Screen Text	Audio Text	Graphic Comments
Recap: Apply 6 Strategies Ask:	N/A	*Visual: The 6 strategy icons reappear briefly. Text box lists 3-4 key questions from slide 3 of PPT. Interaction: Click 'Next'.*

Screen 10	Screen Title: Summary & Key Business Questions	
• Are specific groups disproportionately affected? • Where are inequities in the patient journey? • Who are we not reaching? • What drives these gaps?		