

AKASA Video Script

Video Project Title: AKASA: Enable Human Health

Video Outline

Opening

Healthcare is complex and challenging for health systems and the patients they serve. AKASA enables human health and improves the healthcare experience for all.

Problem

Existing revenue cycle solutions lack efficiency, accuracy, transparency, and scalability which lead to employee burnout and prevent health systems from advocating for their patients.

Solution

AKASA helps health systems reduce operating costs so they can allocate resources where they matter most.

Call-to-action

Step into the future with AKASA. Learn more at [AKASA.com](https://akasa.com)

Scene	Video	Audio	Notes
1	AKASA animated graphic	Music	Dramatic, high-impact music that builds
2	Sick/injured patients being cared for, COVID-patients and nurses suited up in PPE, patient receiving rehabilitation, patient in wheelchair, baby being born, emergency room signs/doors, surgery, etc.	VO: Healthcare is complicated, fragmented, and rife with challenges at every turn.	
3	Claims piled up in a billing office, computer monitor with lines of data, patient sitting with medical bills looking discouraged and worried.	VO: And the revenue cycle — the foundation by which every healthcare system operates—is no exception.	
4	Patient access, billing staff, doctors, coders (blur). Graphic overlay reveals one word at a time: efficiency, accuracy, transparency, scalability.	VO: Hospitals and healthcare systems are on the front lines every day working with revenue cycle solutions that lack efficiency, accuracy, transparency, and scalability.	
5	Employees look frustrated, stressed out, overwhelmed. Patient looking hopeless, sad.	VO: Solutions that don't serve their employees and fail the patients they serve.	
6	"Shining a light" and tech imagery	VO: But innovation is underway.	

7	AKASA animated graphic or actual AKASA team members	VO: We're AKASA.	
8	Images of data, computer screens, artificial intelligence...happy staff, staff talking/comforting satisfied patients.	VO: Our platform scales human intelligence with leading-edge AI for a seamlessly integrated, customized solution that helps health systems reduce operating costs so they can allocate resources where they matter most.	
9	"Light" transition; AKASA logo and AKASA.com animated graphic	Step into the future with AKASA.	