

<u>PAGE:</u> 1	<u>DATE:</u> 4/10/2020	<u>PROJECT NAME:</u> NMRMC VIRTUAL OB TOUR	<u>AUTHOR:</u> LISA ARMSTRONG
	FRAME DESCRIPTION	MEDIA LIST AND DESCRIPTION	
	Lisa Armstrong personal logo to fade in and out from black.	“Stinger” sound effect button-robotic-stutter accompanies the appearance of the personal logo.	
<u>NARRATION:</u> NONE			
	Welcome Introduction: Picture of term pregnancy/silhouette with welcome message and NMRMC logo.	• Utilize Photoshop for multi-layer composite photo • Lullaby music box short intro stinger.	
	Mayer’s Segmenting Principle and Personalization Principle • Tour divided into short sections • Nurse is to use common language during tour, no medical terminology unless common and appropriate.		
<u>NARRATION:</u> NO NARRATION FOR OPENING SLIDE – NO REDUNDANCY			

<u>GE:</u> 2	<u>DATE:</u> 4/10/2020	<u>PROJECT NAME:</u> NMRMC OB VIRTUAL TOUR	<u>AUTHOR:</u> LISA ARMSTRONG
		FRAME DESCRIPTION	MEDIA LIST AND DESCRIPTION
		Impart personalization of care, recognizing this is an individual moment for the patient and her family.	• Lullaby music throughout • Zoom in on the frame using Premiere Pro
<u>NARRATION:</u> NO NARRATION – PRINTED WORDS ON THE SLIDE			
		Introduction of Kristi Phillips RN who will be the OB nurse tour guide for the virtual tour. Make sure she uses AIDETS to introduce herself.	• Photoshop composite image – main introduction frame with NMRMC logo • Music ends prior to this slide.
<u>NARRATION:</u> NO NARRATION, MAYER'S SIGNALING FOR EACH ROOM OR SECTION OF THE TOUR			

PAGE: 3	DATE: 4/10/2020	PROJECT NAME: NMRMC VIRTUAL OB TOUR	AUTHOR: LISA ARMSTRONG
	FRAME DESCRIPTION	MEDIA LIST AND DESCRIPTION	
	Kristi RN makes a video introduction. Gives abbreviated AIDETS. Explains rationale for locked unit. Explains how to call to ask to be let in.	• Film video and edit in Adobe Premiere Pro • Use Audition if needed	
<u>NARRATION:</u> KRISTI WILL USE HER OWN WORDS TO GIVE THE TOUR.			
 	Consultation room. First room patient will see upon entering the OB unit. Explanation of purpose and orientation of the room. Video plus still photographs required. Mayer's Segmenting Principle and Personalization Principle • Tour divided into short sections • Nurse is to use common language during tour, no medical terminology unless common and appropriate.		• High quality still photographs of this room and surrounding area • Video footage of explanation of purpose of the room
	<u>NARRATION:</u> KRISTI USES HER OWN WORDS JUST AS SHE WOULD IN A LIVE TOUR. SHOULD INCLUDE: WEIGHT AND COLOR CHECK, FEEDING AND INDICATIONS THIS TAKES PLACE AFTER DELIVERY.		

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		FRAME DESCRIPTION	MEDIA LIST AND DESCRIPTION
		Tour of the postpartum room.	• Video tour of the room • Still photos of individual features
<u>NARRATION:</u> LIVE TOUR KRISTI PHILLIPS – INCLUDES: KEY FEATURES OF THE ROOM, SIGNIFICANT OTHER ACCOMODATIONS, BATHROOM, IN-ROOM BABY BATH, REFRIGERATOR			
		Tour of the nutrition room.	• Video tour of the room • Coffee machine • Refrigerator • Water/Tea • Food availability after nutrition services is closed
<u>NARRATION:</u> NO NARRATION UNTIL VIDEO CLIP OF KRISTI GIVING TOUR. EMPHASIZE THE ATRIBUTES OF THE NUTRITION ROOM AND AVAILABILITY OF FOOD AND BEVERAGE ITEMS.			

PAGE: 5	DATE: 4/10/2020	PROJECT NAME: NMRMC VIRTUAL OB TOUR	AUTHOR: LISA ARMSTRONG
 		FRAME DESCRIPTION Kristi RN makes a video introduction of nurses' station.	MEDIA LIST AND DESCRIPTION • Film video and edit in Adobe Premiere Pro • Use Audition if needed • Central monitoring • RN availability for phone calls requesting help or advice (24/7)
<u>NARRATION:</u> KRISTI WILL USE HER OWN WORDS TO GIVE THE TOUR.			
 		Consultation room. First room patient will see upon entering the OB unit. Explanation of purpose and orientation of the room. Video plus still photographs required. Mayer's Segmenting Principle and Personalization Principle • Tour divided into short sections	• High quality still photographs of this room and surrounding area • Video footage of explanation of purpose of the room • Video footage of how monitoring equipment works • Emphasize this room is not for delivery • Nurse is to use common language during tour, no medical terminology

<u>NARRATION:</u> KRISTI USES HER OWN WORDS JUST AS SHE WOULD IN A LIVE TOUR. SHOULD INCLUDE: EVALUATION, NOT FOR ACTIVE LABOR, MONITORS, BREAKDOWN OF LABOR BED			
<u>PAGE:</u> 6	<u>DATE:</u> 4/10/2020	<u>PROJECT NAME:</u> NMRMC OB VIRTUAL TOUR	<u>AUTHOR:</u> LISA ARMSTRONG
		<u>FRAME DESCRIPTION</u>	<u>MEDIA LIST AND DESCRIPTION</u>
		Tour of the postpartum room.	• Video tour of the room • Still photos of individual features • Emphasize size of delivery room.
<u>NARRATION:</u> LIVE TOUR KRISTI PHILLIPS – INCLUDES: KEY FEATURES OF THE ROOM, SIGNIFICANT OTHER ACCOMODATIONS, BATHROOM, IN-ROOM BABY BATH, REFRIGERATOR			
		Tour of the delivery room bathroom.	• Video tour of the room • Still photos of jet tub and purpose for pain management • Ensure mention of “no water birth” and “before epidural”
<u>NARRATION:</u> LIVE TOUR KRISTI PHILLIPS			

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	FRAME DESCRIPTION	MEDIA LIST AND DESCRIPTION	
	Kristi RN makes a video introduction of proximity of OR for C-section and in case of emergency.	• Film video and edit in Adobe Premiere Pro • Use Audition if needed	
NARRATION: KRISTI WILL USE HER OWN WORDS TO PROVIDE AN EXPLANATION AND REASSURANCE OF CLOSE PROXIMITY OF SURGICAL SUITE IN THE EVENT OF AN EMERGENCY.			
 	Consultation room. First room patient will see upon entering the OB unit. Explanation of purpose and orientation of the room. Video plus still photographs required.	• High quality still photographs of this room and surrounding area • Video footage of explanation of purpose of the room • Explanation of Panda Warmers for neonatal emergencies • Purpose of the nursery	
	Mayer's Segmenting Principle and Personalization Principle • Tour divided into short sections • Nurse is to use common language during tour, no medical terminology		
NARRATION: KRISTI USES HER OWN WORDS JUST AS SHE WOULD IN A LIVE TOUR. SHOULD INCLUDE: ISOLETTE, INFANT WARMER, ALWAYS PRESENT DURING DELIVERY, EMERGENCY OR PRE-TERM			

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		<u>FRAME DESCRIPTION</u> A Word from Our Nurses. Mayer's Personalization Principle	<u>MEDIA LIST AND DESCRIPTION</u> • Adobe Photoshop/Fireworks • Audition for music "Lullaby" • Photographs of OB nurses with personal quotes to establish connections with patients
<u>NARRATION:</u> NONE - ONLY PRINTED QUOTES			
		Final Slide.	• Adobe Photoshop/Fireworks composite image • Fade to black – end of tour
<u>NARRATION:</u> NO NARRATION			