



VIDEO SERIES

# Member/Partner Testimonials

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September 2022

# Overview



# Above & Beyond

*Our objective is to show who WellCare of North Carolina is and to demonstrate our value-added benefits by creating a series of member testimonial videos. These videos will be used across various channels (website, organic and paid social, etc.) and will be proof points to set us apart from our competition.*

## **Strategic focus: value-added benefits and services**

Each WCNC member's story is uniquely remarkable. Not because these members are outliers, but because WCNC goes above and beyond to connect every member to services they need for their whole health. And that kind of personalized care takes a different shape for everyone.

With a surprising and extensive list of benefits and services, WCNC strives to address the mental, physical, and emotional health concerns of each member. This above-and-beyond approach sets them apart — but more importantly, it empowers their members to live better. And that's something to celebrate.



# Creative Approach





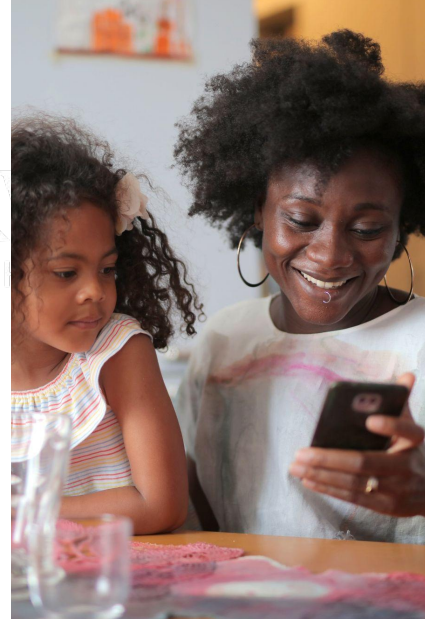
# Visual Approach

## Environment:

- *Light and airy yet realistic*
- *Clean and minimal but lived in*
- *Seasonless*
- *Indoor space such as couch, countertop, kitchen table*
- *Outdoor space such as picnic table, front porch, park*
- *Bright and balanced colors, pops of orange when applicable*

## Camera angles:

- *Talking heads on thirds*
- *Up close and personal but not too close for comfort (sitting down, no lower than hip shot featuring chest and above)*



# What Success Looks Like

*We understand that we will need to be flexible shooting in member homes. With this in mind, we want to set up our crew for success by outlining what success looks like in each possible scenario.*

## **Member Clothing Options (Wardrobe)**

### **Clean/Empty Room vs. Cluttered Room**

### **Shot Opportunities Unique to Each Interviewee**

- Member (Pregnancy Focus)
- Member (Weight Loss Focus)
- Care Manager
- Partner



# Member Clothing Options (Wardrobe)

***When choosing an outfit for shoot day, keep the following tips in mind:***

- Try to avoid bright colors and patterns for shirts, jackets and accessories. Think neutral like black, white, gray, and muted colors.
- Avoid logos from other brands and sports teams, as well as busy patterns like thin stripes.
- Modest shoes and pants without excessive distressing or holes is preferred.
- When choosing clothing items, go for more weather-ambiguous clothing. This way, our video footage can transcend all seasons when being viewed.
- Remember, when it doubt, choose simple accessories and hairstyles.
- Wear something you're comfortable in!

***Thank you for keeping these tips in mind. See you on shoot day!***

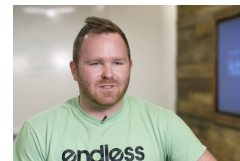
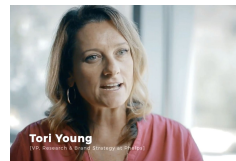


# Clean/Empty Room vs. Cluttered Room

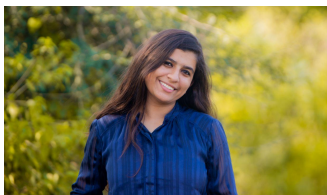
## *How to shoot in the following scenarios:*

- **Clean background:** Follow general rules of thumb- place subject in one third of frame looking slightly off camera, utilizing clean background. Focus in on subject and slightly less on background.
- **Cluttered background:** Continue to follow the general rules. Shoot tighter to the subject's face, allowing the background to blur.
- **Utilize one of the three options to frame the subject in all scenarios:**

### Clean Background



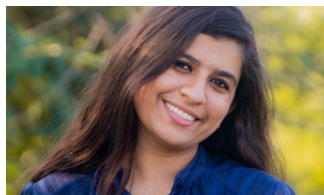
### Cluttered Background



1



2



3

*Thank you for keeping these preferences in mind. See you on shoot day!*

# Shot Opportunities Unique to Each Interviewee

## Member (Pregnancy Focus)

- *Cleaning baby bottles/folding baby clothes*
- *Journaling/Reading Medicaid Materials*
- *Going for a walk, ideally with baby in stroller*
- *Smiling and facing camera*

*Focus on moving in closer to the subject to avoid including too much clutter. Avoid recording front of stroller to avoid getting child in frame for privacy. Journaling/reading are good times to focus in on the subject's face or go over the shoulder. Frame so that there are the least amount of distractions in the way. Shots should feel relatable to mothers and families.*

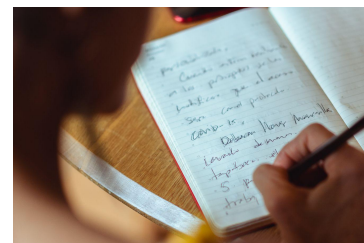


# Shot Opportunities Unique to Each Interviewee

## Member (Weight Loss Focus)

- Putting on running shoes
- Going for a walk
- Writing a grocery list
- On the phone talking and happy

Switch things up with different angles of the individual walking and putting on walking shoes. It is a plus to utilize natural props that may be nearby such as an outside wall, park bench, etc.



# Shot Opportunities Unique to Each Interviewee

## **Care Manager**

- *Organizing paperwork*
- *On the phone smiling*
- *On the computer researching*
- *Going into the welcome room and greeting a member*

*Our goal here is to present and show a warm and inviting atmosphere around the Care Manager. Simple office photo opportunities should be utilized along with depictions of friendly conversations.*

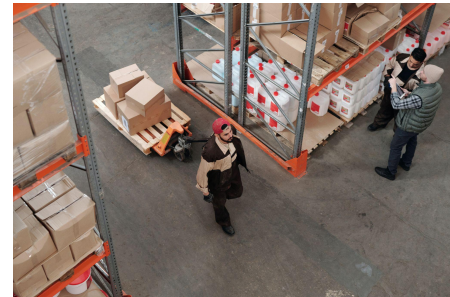


# Shot Opportunities Unique to Each Interviewee

## Partner

- Pallet Jack loading and unloading
- Worker talking on phone
- Showing the product
- Counting inventory

Our goal is to get some shots of pallet jacket drivers lifting and performing tasks related to their job.





# On-screen supers and title treatments



Lower-Third Example

WellCare  
Better You.



Title Card Example



End Card Example

# Production Considerations

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# Production Considerations

## **LOCATIONS:**

In or outside our members' homes  
or at our Welcome Center

Intimate settings where our  
audience can connect with our  
members' stories

## **PEOPLE:**

Allow each member's narrative to  
tell the story

Interview case managers for  
context

Potential to include family/friends

## **GOAL:**

Position WCNC as a health partner  
that offers above-and-beyond  
benefits and service

Highlight the ways that WCNC  
benefits have had a positive impact  
on the lives of their members

# Production Considerations

## **ADDITIONAL FOOTAGE:**

Main objective of the shoot is to gather testimonial interviews, but to help tell the larger brand story, we will capture B-roll footage of the members to be played beneath the audio of the interview for parts of the final video.

## **B-ROLL SCENARIOS INCLUDE MEMBERS:**

- Walking in their community; doing a household chore around the house
- Utilizing the Welcome Rooms
- Sitting down and talking with their Care Manager
- Writing lists or searching online
- Talking on the phone/connecting with someone for assistance or information

# Interviewee Overview

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# Member #1

## Haley - (Fayetteville)

- Member had hyperemesis gravidarum (nausea/vomiting) for her entire pregnancy. Due to lack of childcare for her one year old, she refused long-term hospitalization. She tried many different medications and the only one to work was IV or IM medications. Member was admitted on 7/17/2022 to Cape Fear Valley Hospital for severe dehydration and reaction to scopolamine patch (blurry vision). Due to lack of childcare, member was needing to be discharged on 7/20/2022. case manager worked with the social worker at the hospital to fill out the prior authorization form (codes were received from a prior conversation with Wellcare pharmacy) and it was sent out for home health IV services. Prior authorization was approved overnight and member went home with services that she has been trying to get for over 2 months. Member reported no nausea or vomiting once starting the Zofran pump. During this time, a breast pump was provided to the member as part of her Wellcare value added benefit as well.

### Areas of focus:

- **How did you feel WellCare was helpful with your pregnancy and postpartum experience?**
- **Do you feel that WellCare was supportive of your values as a parent and a patient?**
- **Is there anything you were surprised and excited to find was covered by WellCare?**
- **We know that there was an issue getting access to some services at home but your care manager was able to get them for you. Can you talk about that experience?**
- **We see you've been able to utilize some more unique benefits like a provided breast pump. Can you speak to why those added benefits are so important?**
- **How are you doing now and how is your newborn?**
- **What would you say to women who are pregnant or new parents who might be in a similar position as you and are considering WellCare?**
- **What's something you wish people understood about receiving Medicaid benefits?**
- **What's something you wish people understood about being a new mother?**

# Member #2

## Michael - Region 2 (Charlotte)

- *Lost 103 pounds in a year*
- *Began exercising*
- *Care Manager (Amy) has provided him with literature on dental care, eye care, and blood pressure checks*
- *Amy was able to find him diabetic shoes and inserts*
- *Amy regularly calls to check in*
- *Had a hard time getting insulin due to travel and Amy was able to get him a prescription filled within 45 minutes*
- *\*Has never met his Care Manager - we would love to have her come to production\**

### Areas of focus:

- **Can you tell us about how your life has changed in the last couple years?**
- **We know your Care Manager has been really helpful in your health journey. Can you speak to that relationship? How has your Care Manager assisted you?**
- **We understand there was an issue getting your insulin prescription due to some travel concerns. Can you tell us what happened and how Amy was able to get you the prescription?**
- **What would you say to people who may be on the fence about signing up for WellCare and receiving a Care Manager? How has WellCare improved your life?**
- **How are you doing now? What are you most looking forward to right now?**
- **What's something you wish people understood about receiving Medicaid benefits?**

# Care Manager

## **Amy - Region 2 (Charlotte)**

- *Amy has been instrumental in Michael's motivation and accountability*
- *She worked with Michael and they have not met each other*
- *\*How long have they been working together?\**

### *Areas of focus:*

- **How did you become a Care Manager? Can you tell us a little about the responsibilities of the job?**
- **You really embody the “above and beyond” mentality for our members. Can you speak to how you go the extra mile and why you feel it’s important to provide the best care you can?**
- **You’ve been instrumental in your member Michael’s health journey. Can you speak to that relationship and how you’ve been able to assist him?**
- **How does it feel to see one of your members doing so well with your help?**
- **What would you say to people who are on the fence about becoming a WellCare member? How can they benefit from our services?**
- **What’s something you wish people understood about your members and their experiences?**
- **What’s your favorite part about being a Care Manager?**



# Partner

**Kelly Crane with Farmer Foodshare**

**Region 4 - half an hour from WCNC office**

- *Ideal days and times for filming:*
  - *This is when the pallet jacks are in session and the workers are in action:*
    - *Tuesdays from 7:30-9:30 a.m.*
    - *Wednesdays from 11:30 a.m.-1:30 p.m.*
    - *Fridays from 7:30-9:30 a.m.*

## *Areas of focus:*

- Can you tell us about what you do and how you serve the community?
- Can you speak to your process of sourcing locally and bringing new sales channels to NC growers? Why is keeping it all within the community so important?
- Earlier this year, WellCare donated money to help fix an automatic pallet jack and buy another one. Can you speak to how that contribution made a difference for your mission?
- What do you hope your services do for the community?
- What are your goals looking forward? How do you see your mission expanding?
- What's one thing you'd say to people who may not understand the importance of your work? Why is what you do so vital?

# Project Timeline



# Timeline (subject to change depending on shoot schedule confirmation)

**10/3-10/21** Finalize all locations, travel, shot list etc.

**10/24-10/26** NC Shoot

**10/26-11/7** Initial Editing

**11/8** Rough Cut Review

**11/9-11/14** Editing

**11/15** Review

**11/16-11/18** Final Edits

**11/17** Final Approval

**11/18** Delivery

# Supers



# Script 1

Script Link can be found here: <https://docs.google.com/document/d/19lloF1a6i57J5eFRloakwH6WvOxS18HxvCizfQmAOs/edit>

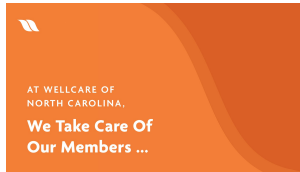
B-Roll can be found here (102422): <https://vimeo.com/766528281/96893ca778>



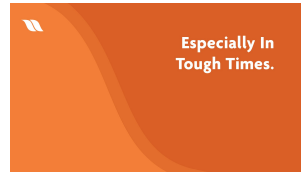
**F1:** Starting of intro-slide as music fades in and Mike begins to talk. Swosh graphic escapes to left side of screen.



**F2:** Lower third graphic fades on-screen. Introducing himself, voice fades and sound track takes over.



**F3:** Sound track as graphic fluidly fills screen from bottom left corner



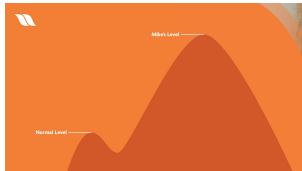
**F4:** Text fades out bottom left. Graphic recedes to the bottom left revealing text that fades into frame on top right.



**F5:** Graphic floods screen from bottom left covering and then revealing next frame from bottom left. VO picks up slightly before person is shown.



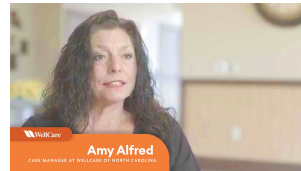
**F6:** VO continues picking up at "Oh my heavens" Animated wave peaks through the top.



**F7:** Has Vo continues to discuss his blood/oxygen levels, wave covers screen and shows graphic. Graphic can start zoomed in at "normal level" then zoom out to show full 'mountain'.



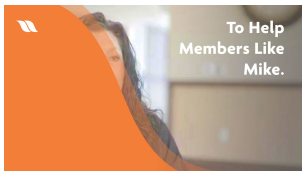
**F8:** Wave pulls back to corner.



**F9:** Frame switches to Amy.



**F10:** Same treatment as frames F2-F4



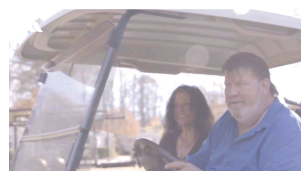
**F11:** VO continues picking up at "One instance with Michael"



**F12:** Amy's VO continues



**F13:** Frame cuts to Mike's talking head when he says "Oh I don't know what she did."



**F14:** Frame cuts to B-roll (1) with the voice cut "Amy said..." B-Roll clip is 102422 from 1:11-1:20 (usable clip).



**F15:** Frame cuts to B-roll (2) as Mike's VO continues "My diabetic shoes" B-Roll clip is 102422 from 17:23-17:30 (usable clip).

# Script 1 Continued



**F16:** Frame cuts back to Amy's talking head when she says " I just look at it as"



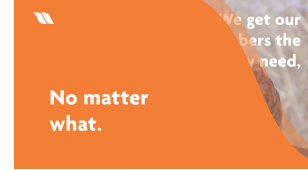
**F17:** Frame cuts back to Mike's talking head



**F18:** Frame cuts to B-roll (3) around here Mike says "I sleep better...". B roll clip is 102422 from 10:36-10:50.



**F19:** Frame can stay on B-roll cut (3) or switch to B-roll cut (4) which is 102422 at 2:17-2:24. Swoosh comes in from bottom left as text appears on top right of screen.



**F20:** Swoosh covers up ¼ of frame and text fades away on top right as text appears bottom left.

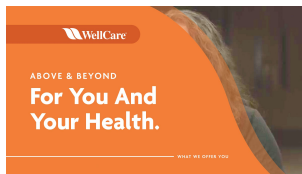
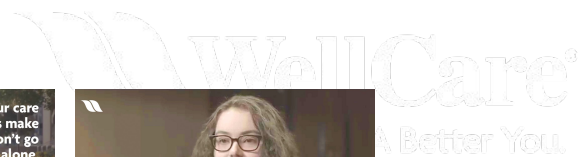


**F21:** Swoosh covers until frame and wellcare logo lock up appears either through a fade or something cool. Bottom line graphic can fade in or move dynamically into place.

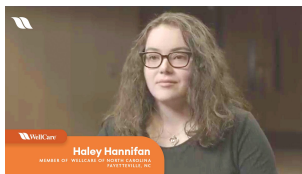
# Script 2

Script Link can be found here: <https://docs.google.com/document/d/491loEla6i57J5eFRloakwH6W/OxS18HxvCizlfamA0s/edit>

B-Roll can be found here (102522): <https://vimeo.com/766533513/07846966b8>



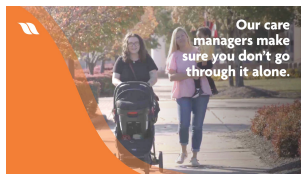
**F1:** Starting of intro-slide as music fades in and Haley begins to talk. Swosh graphic escapes to left side of screen.



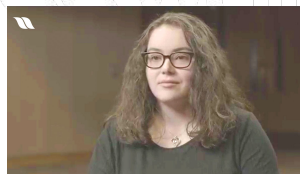
**F2:** Lower third graphic fades on-screen. Introducing herself, voice fades and sound track takes over.



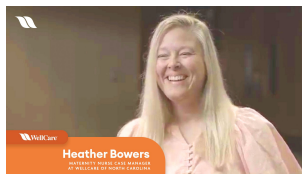
**F3:** Sound track as graphic fluidly fills screen from bottom left corner. B-roll (1) starts behind graphic from 102522 at 1:37-2:00



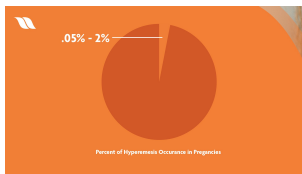
**F4:** Text fades out bottom left. Graphic recedes to the bottom left revealing text that fades into frame on top right. B-roll (1) continues.



**F5:** Graphic leaves frame bottom left, cuts to Haley's talking head..



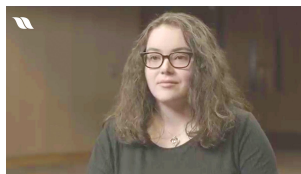
**F6:** Cuts to Heather introducing herself and lower third fades on-screen.



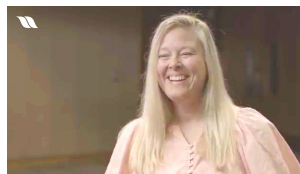
**F7:** As Heather's Vo continues to discuss Haley's statistics, wave covers screen and shows graphic. Graphic can stay static or can fill up circle to show tiny percentage silver. Creative liberties fully to animation.



**F8:** Wave pulls back and out of frame. B-Roll (2) starts from 102522 at 7:55-8:15.



**F9:** Frame cuts to Haley at "So being in that hospital for multiple weeks at a time.."



**F10:** Cuts to Heather at "Zofran pumps is what..."



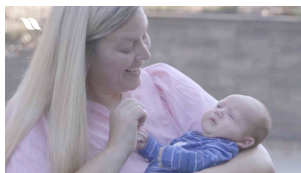
**F11:** Cuts to B-roll (3) from 102522 at 5:20-5:40 when Haley starts with "Luckily Heather ... got me."



**F12:** Same treatment as frames F3-F4. Continue B-Roll (3) or use another B-roll clip.



**F13:** Same treatment as frames F3-F4. Continue B-Roll (3) or use another B-roll clip (but use same b-roll in Frame 13 as Frame 12).



**F14:** Cuts to B-roll (4) from 102522 at 17:00-17:25 as Heather says "I'm like, Hey, this mom..."



**F15:** Cuts to B-roll (5) from 102522 at 17:50-18:15 as Haley says "With heather, she was..."

# Script 2 Continued



**F16:** Cut to Heather's talking head at "that's my main goal..."



**F17:** Cut to Haley's talking head at "There's a whole bunch of little..."



**F18:** Cut to B-roll (6) from 102522 at 22:15-23:00 when Haley says "I chose a double stroller..."



**F19:** Cuts back to Haley's talking head for her last line or two, "It makes me feel like I can go through it again..."

We get our members  
the care they need,  
**no matter what.**

**F20:** Orange swoosh covers all of page. First part of phrase shows up first in bold, then its opacity is dropped and "no matter what" is bolded. There is some fluidity to the two sections of text. Sound track picks up.



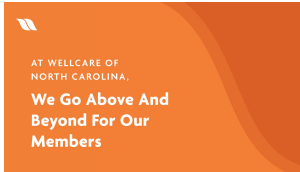
**F21:** Logo lock up appears and sound track fades. All creative liberties to animation.



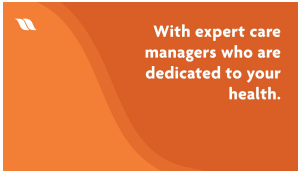


# Script 3

Script Link can be found here: <https://docs.google.com/document/d/491loF1a6157J5eFR1qakwH6W/OxS18HxyC1z1fomA0s/edit>



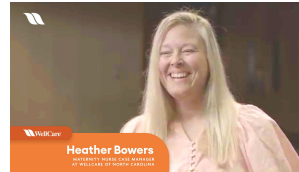
F1: Starting of intro-slide as music fades in.



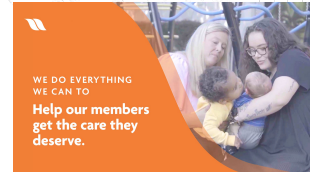
F2: Swosh graphic moves to left side of screen. Words reveal on top right.



F3: Lower thirds fades in as Amy starts to talk.



F4: Cuts to Heather with lower thirds fading in.



F5: Swosh graphic comes onto screen and words appear as B-roll starts.



F6: Cuts to Mike speaking and lower third fades on-screen.



F7: Haley comes in and lower third appears.



F8: Cuts to B-Roll of Haley and Heather



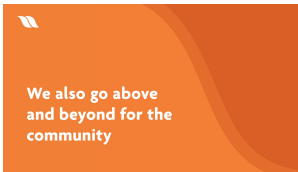
F9: Cuts to B-Roll of Amy and Mike.



F10: Cuts to Haley talking Head



F11: When a cut in script occurs for Haley, the frame goes to Broll



F12: Same treatment as frames F1-F2. Sound track increases.



F13: Same treatment as frames F1-F2

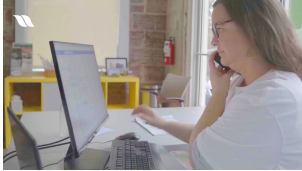


F14: Cuts to Kelly talking head.



F15: Cuts to B-roll from Farmer Foodshare.

# Script 3 Continued



**F16:** New B-roll clip still on farmers foodshare.



**F17:** Cut to B-roll of members. Orange swoosh starts to appear in corner. Text comes onto screen from upper right hand corner.



**F18:** Orange swoosh covers screen and top text fades as bottom left text appears.



**F19:** Orange swoosh covers all of page. First part of phrase shows up first in bold, then its opacity is dropped and "no matter what" is bolded. There is some fluidity to the two sections of text. Sound track picks up.



**F20:** Logo lock up appears and sound track fades. All creative liberties to animation.



 WellCare<sup>®</sup>



# Summary of Details

## Approach #1 - Like Family

- Film in member's area/homes - will ideally create a more comfortable and relaxing environment for our interviewees
- Gather contextual b-roll of community
- Allow each member's narrative to tell the story - focus less on the technical VABs and more on what that care has enabled them to do
- Interview case worker for context
- Ideally include interactions with family/friends
- Position WCNC as a "silent partner" - members are the real strength we just help them in the background
- Opportunity for longer spots with more emotionally impactful stories

## Approach #2 - Above and Beyond

- Film in a rented AirBnB or dressed studio that is accessible/relevant to our audience
- Gather b-roll around rented location and of the WCNC office
- Interview case managers and use their expertise/knowledge of member story to help shape our narrative
- Include shots of member and case manager interacting, depending on the relationship, as additional b-roll footage
- Potential to include family/friends if possible
- Position WCNC as a supportive partner there for members every step of the way





# Stories

## Preferences, Questions, & Concerns

1. **Bobbi Jo | Long list of VABs + services provided**
  - a. Is he willing to participate?
  - b. Is he in good health and happy with the care he received?
  - c. Can we get b-roll of his YMCA aquatic therapy?
2. **EG | Transportation**
  - a. Was WellCare responsible for her failed transportation? If so, this likely is not a good story to highlight.
  - b. Could we interview/b-roll of her driver?
  - c. Would her daughter be willing to participate in filming?
3. **LA | Money for produce**
  - a. Is the gist of the story that the CM helped her re-up her Super Snap \$40/month?
  - b. Would we have to mention Super Snap/Food Lion by name?
  - c. Could we get b-roll in a grocery store or of L.A. in her kitchen cooking?
4. **AG | Support during pregnancy/OB-GYN**
  - a. Is she still pregnant, or has she had her baby?
  - b. Are her and her baby still in good health?
  - c. Are her other children willing to participate in the shoot?
5. **JB | Surgery + transportation(?)**
  - a. What did WellCare do for JB that was above and beyond?
  - b. Is the gist of the story that he had a successful surgery?
6. **AW | Transportation, living situation, grant research, recovery**
  - a. What was/is she recovering from? Is she in a good spot to discuss?
  - b. Would her father be willing to participate in the interview?
  - c. When did this happen and how long has she been living with her father?
7. **KO | Behavioral health**
  - a. It sounds like she wasn't able to get the care she needed initially because of her WellCare insurance, which sounds like an issue.
  - b. Would she be comfortable speaking about her mental health?
  - c. Would her son be comfortable participating in filming?

## Approach #1 Details

- Go to places in each member's area and film them in their natural element
- Contextual b-roll of community
- Allow each member's narrative to tell the story - focus less on the technical VABs and more on what that care has enabled them to do
- Can interview case worker for context
- Potential to include family/friends
- Position WCNC as more of a "silent partner"
- Members may be more comfortable opening up in their own spaces

## Approach #2

- Rent an Airbnb or studio for filming that is accessible/relevant to our audience
- Get b-roll around rented location and of the WCNC office
- Interview case managers and use their expertise/knowledge of member story to help shape our narrative
- Could include shots of member and case manager interacting, depending on the relationship
- Potential to include family/friends
- Position WCNC as a supportive partner there for members every step of the way

Note: These might end up being shorter without the vast opportunities for b-roll approach 1 provides.



# Timeline (subject to change depending on shoot schedule confirmation)

*Ideal situation with clean room*

*Ideal situation with cluttered room*

*Two different options of tightness when we shoot*

*B-Roll of close up washing dishes, things that make the individuals more human to us (their favorite picture in the background), playing with animal or kids outside, going for a walk*

*Good weather:*

*Bad weather: good b-roll*

*Do different recommendations for each person being interviewed*