



Winners In Action

Video Scenario Scripts —Opening Scenario—

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***Developed by:
Interactive Communications, Inc.
(An iLearn Systems Company)***

***For:
Riverside Hospital Group***



Opening Scenario

M1L1T1 v4.0

A. Overview

The opening scenario assumes that associates are already doing a good job at client satisfaction (as evidenced in Second Opinion survey results). It presents a "normal," hectic day. Everything the associates do or say is technically correct and well within the bounds of currently acceptable behavior and levels of courtesy.

As the scenario unfolds, we see interactions between associates, and between them and one of their patients which, under the circumstances, seem normal and appropriate. However, because of the day's pressures, the quality of interpersonal courtesy and communication begins to drop— with its resulting effect on the associates and patient.

Participants will view the scenario twice: once without seeing people's (associates' and patients') reactions to our main character and later with their reactions. The purpose is to drive home the point that just because we don't see the results of our behaviors, doesn't mean they don't have an affect on others.

At the end of the scenario, the narrator discusses the important issue of client service, and describes the narrow margin of difference between current levels and those of service excellence. The narrator then uses freeze-frame excerpts from the scenario to help the audience identify, what are in reality, "opportunities" for delivering service excellence.

The narrator's discussion then leads to an explanation of the purpose for the course. The narrator explains that the course is specifically designed to help the associates focus on, and fine-tune their interpersonal communication skills. Skills which lead to the successful delivery of client service excellence.

The narrator points out that striving for service excellence is not new to Riverside. The hospital has a long and impressive history of serving the community's needs as they've changed over the years. At this point, the narrator offers a challenge to the audience to see how much they really know about Riverside's history. She instructs them to go to the workbook and attempt to answer a series of interesting questions about its history.

After completing the quiz, the facilitator starts the video again for a narrated overview of Riverside's history.

B. Purpose and Goals of Opening Scenario

- Establish the primary focus and purpose of the course
- Present excellent, and not so excellent, examples of client service
- Gain the interest and acceptance of the audience for taking the course
- Demonstrate that the course has been custom developed for RHG staff with full awareness of the realities of their unique work environment
- Establish the course's credibility

C. Characters

- Main Character.....JoAnn Curtis, RN
- 2nd RN.....Kathy
- LPN.....Jenny
- Radiology Technician.....Robert

- Unit Clerk.....Patty
- Staffing Office (VO).....Marge
- Patient.....Mr. Frazier
- Lab Technician.....Denise
- Patient Service Rep.....Susan
- Physician.....Dr. Collins
- Narrator(Name may not be necessary)
- Associate

D. Scenario Description

The opening scenario begins with a roll of the course's credits. These credits roll over running video of JoAnn Curtis, RN, arriving at the hospital to begin her shift.

Although credits are generally run at the end of a training program, they serve an important function for this scenario. Due to its nature, the credits permit us to establish the time, location, primary characters and environmental situation before beginning critical dialogue. This technique is frequently used by theater movies for the same purpose. (However, to make sure you don't miss anything, they generally run credits at both the beginning and the end.)

As credits roll, the camera follows JoAnn entering the building, hanging up her coat, chatting with other associates as she goes, and making her way to the floor's staff conference room. Beneath the credits and music background, we become aware that the previous shift has been a very busy one. A number of associates are out sick with the flu. Admissions are up. Everyone seems a little haggard. Once in the conference room, the credits end, the background audio is brought up, and the scenario begins.

Only two RN's, JoAnn and Kathy, and one LPN, Jenny, are present. They begin to play the previous shift's audio cassette report. After a few preliminary comments, we hear the report on Mr. Frazier, a patient in room 18. His BP is high and he's been NPO since midnight. Also, radiology can't take him down until his physician, Dr. Collins, calls to O.K. the rescheduled X-ray.

Just at the end of Mr. Frazier's report, the meeting is interrupted by the unit clerk telling Jenny that her daughter is sick and she must be picked up from school. JoAnn and Kathy will have to carry the extra load.

A video special effect will "flip" from this scene to the next denoting that a passage of time has occurred. In this next scene, JoAnn is on the phone with the staffing office. We hear the voice on the other end tell JoAnn that a sub can't be sent up for at least an hour...and that she can only stay for two.

Before JoAnn can hang up, a technician from radiology is waiting behind her to ask a question. He wants to take Mr. Frazier down for his X-rays. Someone else comes up and wants her to look over and sign a pile of papers. JoAnn professionally handles each request, however, somewhat mechanically. She now has a lot on her plate and feels pressured to get them all done. As a result, she is a little short with each of the requesters, but not rude. JoAnn then tells the unit clerk she's going down to 18 to check on Mr. Frazier.

The video again "flips" to Mr. Frazier's room. JoAnn enters, engrossed in her task list on her clip board. She asks how the patient is doing as she enters. However, not having made eye contact with him, he's not sure she is addressing him. Finally looking at him, she states that she's going to recheck his blood pressure. The patient says someone just took it two hours and appears worried that something is wrong (the cause of his ailment hasn't been diagnosed yet.)

Because of her own agenda of problems to deal with, JoAnn fails to pick up on the concern in his voice. She delivers a response that is unempathetic and maybe a little patronizing. His concern is not addressed.

As JoAnn takes his BP, a lab technician comes in, greets JoAnn and the patient, and walking to the other side of the bed politely announces she's there to draw Mr. Frazier's blood. Preoccupied with her own list of things to do, JoAnn says something that stops the lab tech in her tracks. JoAnn has assumed the lab tech understands the pressure she's under to get things done and subconsciously feels she has the right to be a little short with her— under the circumstances of course. From the expression on the lab technician's face, we see that she did not know, and is hurt.

As we see the lab technician's expression, a patient service rep passes in the background taking a food tray to the patient in the next bed. The rep then deposits a tray at the foot of Mr. Frazier's bed. JoAnn notices Mr. Frazier's face light up at the prospect of eating breakfast— since he has not eaten since dinner, 5pm the day before. At this point, JoAnn snaps at the rep, angered that they didn't know he's NPO.

The patient, still showing his own worry, is puzzled and concerned over the associates' less-than-courteous treatment of each other— particularly in front of him.

The video "flips" once more. The patient is finally sitting in his room eating his much desired breakfast. Dr. Collins enters and asks how he's doing. After talking about the lab report, he asks if he's answered all of the patient's questions. Sort of as a parting comment, he asks if there are any other problems. The patient answers "No, not with me, but..." and goes on to comment about the morning's previous incident.

All we hear is the very beginning of his comment. The scenario audio goes down and our narrator begins her discussion of the importance of client service excellence. Through another video effect, the scenario "flies" away to reveal our narrator.

Module 1, Lesson 1

Opening Scenario v4.0

SME's

- Everyone

MUSIC: Up for video lead-in and credit roll.

M1S1: As credits roll, we see JoAnn entering the building, hanging up her coat, chatting with other associates as she goes, and making her way to the floor's staff conference room. The audio picks up on key comments from other associates as she goes.

COMMENTS: Hi, JoAnn ... Glad to see you're still on your feet, Marty and Kim are both down ... Good luck on three ... I need you to look at something over here as soon as you get a minute ... Hey, can you take care of this for me? Yea, but let me check in first.

M1S2: End credit roll. Cut to JoAnn entering staffing room for previous shift report. Kathy and Jenny are just getting seated also.

RN #2: Hi JoAnn, sure glad to see you could make it. We're really running short today.

JOANN: Hi Kathy, hi Jenny. *(Turning on the audio cassette)* O.K., let's see what we've got on our hands today.

M1S3: Cut-aways to the cassette player and the faces of JoAnn, Jenny and Kathy.

AUDIO CASSETTE: Room 18 bed 2, Mr Frazier, patient of Dr. Collins admitted for abdominal pain is scheduled for upper GI this morning. He's had nothing by mouth since 12 midnight. Six AM blood pressure is 200 over 90. Call placed to Dr. Collin's through Academy to check if he should still go to X-ray. Room 19 bed 1, Mrs. DeLeo...

M1S4: Cut to Unit Clerk interrupting the report to tell Jenny she has to leave.

UNIT CLERK: Jenny, the day care just called, Kimberly's sick, they want you to pick her up now.

M1S5: Quick cut to Jenny's face then to both Kathy and JoAnn's. Neither one is pleased with the news.

JENNY: I was afraid of this... *(collecting her stuff)* ...she hardly ate any breakfast. I'll see what I can do about getting back later today. Good luck.

M1S6: Freeze on last frame of previous video. ADO flip to reveal first frame of JoAnn at unit desk talking to the staffing office.

Actor's Note: JoAnn responds to the pressure by becoming mechanically efficient. Her interpersonal communications become increasingly short and curt.

JOANN: Alright, but how soon can she get here?

STAFFING OFFICE: *(We hear but do not see the other party on the phone)* She has to drop off her daughter at day care...but she should be up there in an hour...however, she can only work for two hours.

M1S7: After seeing JoAnn hang up with a close-up of her concerned facial expression, cut to radiology tech coming up from behind.

ROBERT: Hi JoAnn, I'm ready to take Mr. Frazier down now.

M1S8: Cut Cut back to JoAnn from over Robert's shoulder. We cannot see his face.

JOANN: *(In a pressured tone of voice - a little more curt than necessary.)* Who gave the order to pick him up? He can't go now ... Dr. Collins hasn't called back yet to O.K. going to X-ray.

M1S9: Cut to another associate coming up to JoAnn to get a paper signed.

ASSOCIATE: JoAnn, could you sign these for me now?

M1S10: Cut back to JoAnn from over the associate's shoulder— so we cannot see the associate's face.

JOANN: Later, I've got to take care of something right now.

(Walking over to Unit Clerk) Patty, I'm going down to 18 to see how Mr. Frazier is doing.

M1S11: Freeze on last frame of previous video. ADO flip to first frame of JoAnn entering Mr. Frazier's room. Shoot from the far side of the bed so we cannot see a clear image of Mr. Frazier's face.

JOANN: *(Not looking up from her clipboard)* And how are you doing this morning?

MR. FRAZIER: O.K. I guess?

M1S12: JoAnn takes his blood pressure.

JOANN: *(Finally looking up at him)* I'm going to recheck your blood pressure. *(Without explaining why.)*

MR. FRAZIER: Why? Someone just took it two hours ago! *(No reaction from JoAnn)* Something isn't wrong is it?

JOANN: *(Unempathetic and mechanical.)* Your blood pressure seemed a little high, I just want to recheck it.

M1S13: Cut to lab technician, Denise, entering room. With no wasted motion, she introduces herself to JoAnn and the patient and announces she's there to draw blood.

DENISE: Good morning JoAnn. Hi, Mr. Frazier. I'm here to draw your blood for the lab tests.

M1S14: Cut to close-up of JoAnn so we cannot see her hand held up as a signal

for Denise to stop. JoAnn does not make eye contact with Denise— she keeps looking at the BP gauge.

JOANN: *(With preoccupied attitude, and just barely disguised anger.)* In just a minute.

M1S15: Cut to wide shot of the scene to see Susan place a tray at the foot of Mr. Frazier's bed.

M1S16: Cut to close-up of Susan as JoAnn speaks.

JOANN: Susan, he doesn't get a tray, he's NPO!

M1S17: Quickly cut away from Susan's face before we can see her reaction to the statement. Cut to JoAnn to see her finish taking the BP.

M1S18: Freeze on last frame of previous video. Squeeze this frame back to reveal our narrator. Leave for a moment in the upper right corner of the screen.

NARRATOR: Does this remind you of anything? How about a typical day in the life of our hospital?

Under conditions all of us can relate to— winter, the flu season, short staffing, high census— we saw JoAnn tackling a very full plate of duties. Efficiently delivering the services that are a part of her job.

However,... there's really a lot more to this scenario than meets the eye. Why? Because we only showed you half of it— the half we normally see. We viewed this scenario from JoAnn's eyes as if we were in her shoes.

What we didn't see was how her associates, and her patient, viewed the delivery of her services.

Let's take another look at this scenario— this time through the eyes of her associates and patient.

M1S19: Cut to where the credit roll ends, just as JoAnn is entering the staffing room for the shift report.

RN #2: Hi JoAnn, sure glad to see you could make it. We're really running short today.

JOANN: Hi Kathy, hi Jenny. *(Turning on the audio cassette)* O.K., let's see what we've got on our hands today.

M1S20: Cut-aways to the cassette player and the faces of JoAnn, Jenny and Kathy.

AUDIO CASSETTE: Room 18 bed 2, Mr Frazier, patient of Dr. Collins admitted for abdominal pain is scheduled for upper GI this morning. He's had nothing by mouth since 12 midnight. Six AM blood pressure is 200 over 90. Call placed to Dr. Collin's through Academy to check if he should still go to X-ray. Room 19 bed 1, Mrs. DeLeo....

M1S21: Cut to Unit Clerk interrupting the report to tell Jenny she has to leave.

UNIT CLERK: Jenny, the day care just called, Kimberely's sick, they want you to pick her up now.

M1S22: Quick cut to Jenny's face then to both Kathy and JoAnn's. Neither on is pleased with the news.

JENNY: I was afraid of this... *(collecting her stuff)* ...she hardly ate any breakfast. I'll see what I can do about getting back later today. Good luck.

M1S23: Freeze on last frame of previous video. ADO flip to reveal first frame of JoAnn at unit desk talking to the staffing office.

JOANN: Alright, but how soon can she get here?

M1S24: Cut to close-up of Marge in staffing office.

STAFFING OFFICE (MARGE): She has to drop off her daughter at day care...but she should be up there in an hour...however, she can only work for two hours. *("Click"*

We hear JoAnn hang up and see the surprised reaction on Marge's face.)

M1S25: Cut to a close-up of JoAnn. We see her almost dazed, concerned facial expression.

M1S26: Cut to Robert, the radiology tech, coming up from behind.

ROBERT: Hi JoAnn, I'm ready to take Mr. Frazier down now.

JOANN: *(In a pressured tone of voice - a little more curt than necessary.)* Who gave the order to pick him up? He can't go now ... Dr. Collins hasn't called back yet to O.K. going to X-ray.

M1S27: Quick cut to Robert's startled reaction.

M1S28: Cut to another associate coming up to JoAnn to get a paper signed.

ASSOCIATE: JoAnn, could you sign these for me now?

JOANN: *(Almost brushing her off)* Later, I've got to take care of something right now.

M1S29: Quick cut to Associate's surprised and hurt expression.

JOANN: *(Walking over to Unit Clerk)* Patty, I'm going down to 18 to see how Mr. Frazier is doing.

M1S30: Freeze on last frame of previous video. ADO flip to first frame of JoAnn entering Mr. Frazier's room.

JOANN: *(Not looking up from her clipboard)* And how are you doing this morning?

M1S31: Cut to close-up of Mr. Frazier.

MR. FRAZIER: *(Looking around to be sure she's talking to him)* O.K. I guess?

M1S32: Cut to JoAnn stepping up to take his blood pressure.

JOANN: *(Finally looking up at him)* I'm going to recheck your blood pressure. *(Without explaining why.)*

M1S33: Cut to Mr. Frazier.

MR. FRAZIER: *(Puzzled and a little irritated)* Why? Someone just took it two hours ago!

M1S34: Quick cut to JoAnn to see no reaction. Cut back to patient, now showing concern because of her silence.

MR. FRAZIER: *(Concerned)* Something isn't wrong is it?

M1S35: Cut to two-shot. JoAnn does not pick up on his growing concern and fails to allay them.

JOANN: *(Unempathetic and a little mechanical.)* Your blood pressure seemed a little high, I just want to recheck it.

M1S36: Cut to lab technician, Denise, entering room. With no wasted motion, she introduces herself to JoAnn and the patient and announces she's there to draw blood.

DENISE: *(As she enters)* Good morning JoAnn. Hi, Mr. Frazier. I'm here to draw your blood for the lab tests.

M1S37: Cut to JoAnn.

JOANN: *(With preoccupied attitude, and just barely disguising her anger, JoAnn holds up her hand as a warning for Denise to stop.)* When I'm done.

M1S38: Cut to close-up of Denise stopping in her tracks with a surprised and hurt look on her face. We see Susan, a patient services rep pass with a food tray in background.

M1S39: Cut to wide shot of the scene to see Susan places a tray at the foot of Mr. Frazier's bed.

M1S40: Cut to close-up of Mr. Frazier as he sees the breakfast he really wants to eat placed on his table.

M1S41: Cut to close-up of JoAnn.

JOANN: *(Snapping at the rep)* He doesn't get a tray, he's NPO! *(Pause of dead silence)*

M1S42: Cut to close-up of Susan's surprised and hurt expression.

M1S43: Cut to close-up of Mr. Frazier's face to see his expressions of worry and puzzlement of the associates' treatment of each other.

M1S44: Freeze on last frame of previous video. ADO flip to first frame of Mr. Frazier finally eating his breakfast.

M1S45: Cut to wide shot to see Dr. Collins enter the room.

DR. COLLINS: Hi Mr. Frazier, how are you feeling now?

M1S46: Cut to two-shot.

MR. FRAZIER: Better...especially since I'm allowed to eat.

DR. COLLINS: I just wanted to let you know you're lab reports look good.

MR. FRAZIER: Thanks doctor.

DR. COLLINS: *(Turning to leave)* Are there any other problems?

MR. FRAZIER: Not with me... *(almost spoken to himself)* ...but that's more than I can say for some of the other people here this morning.

DR. COLLINS: Oh, what happened?

M1S47: Cut to close-up of Mr. Frazier.

MR. FRAZIER: *(Pausing first, then very hesitantly)*

Oh...nothing serious...just a couple of people got on each other's nerves I guess.....*(Audio fades out, we do not hear the rest)*

M1S48: Freeze on last frame of previous video. Squeeze this frame back to reveal our narrator. Leave for a moment in the upper right corner of the screen.

NARRATOR: A little revealing, isn't it?

Although JoAnn went about delivering her services with great efficiency, her associates and her patient were not always enthusiastic about how she delivered them. JoAnn allowed the day's pressures to affect the quality of her service.

Now, are we implying that this scenario is an accurate representation of life at Riverside? No...not at all. In fact, our client satisfaction surveys indicate the quality of our service delivery is very good. However, as we will discuss later in this module, "very good" may not be good enough. It may not be good enough to allow us to excel in today's market environment.

M1S49: Camera angle change.

Actually, this scenario was specifically designed for several reasons:

M1S50: Cut to graphic screen:

- JUST BECAUSE WE DON'T SEE THE RESULTS OF OUR BEHAVIORS, DOESN'T MEAN THEY DON'T HAVE AN AFFECT ON OTHERS

- One— to illustrate the fact that just because we don't see the results of our behaviors, doesn't mean they don't have an affect on others. They certainly do! Our behaviors have a profound impact on the quality of the services we deliver.

M1S51: Cut to graphic screen:

- TO FOCUS ON THE QUALITY AND STYLE OF INTERPERSONAL INTERACTIONS WE HAVE WITH OUR CLIENTS

- Two— to help us begin to focus on the quality and style of interpersonal interactions we have with our clients. Interactions, which in reality, are the delivery of our services.

M1S52: Cut to graphic screen:

- TO REALIZE THESE INTERACTIONS ARE OPPORTUNITIES TO IMPROVE THE QUALITY OF OUR SERVICE DELIVERY...OPPORTUNITIES FOR THE DELIVERY OF SERVICE EXCELLENCE

- And three— to help us begin to realize that these interactions are opportunities to improve the quality of our service delivery... opportunities for the delivery of service excellence.

M1S53: Cut back to narrator.

And service excellence, in a nut shell, is what this seminar is all about.

M1S54: Pan to the right of narrator for supers:

- IMPROVE YOUR INTERPERSONAL COMMUNICATIONS SKILLS
- RAISE THE QUALITY OF YOUR SERVICE DELIVERY
- LEAD TO THE SUCCESSFUL DELIVERY OF SERVICE EXCELLENCE

Through this seminar, we will help you learn how to sharpen your interpersonal communication skills. Skills that will help raise the quality of your service delivery. Skills that will lead you to the successful delivery of service excellence.

M1S55: Fade out supers and pan back to center the narrator.

You will be encouraged to help identify obstacles to our delivery of service excellence....to help identify and develop opportunities for working smarter, not harder.

Having already taken this course myself, I can personally say you're going to enjoy it. So, without further delay, I'll let you get on your way.

MUSIC: Up for title.

M1S56: Fly "Winners In Action" title in and then slowly fade music and visuals out.