

HealthAware | Frame 1: We know that you care about your health.
healthy people being active (4 squares)



HealthAware | Frame 2: We also know that sometimes your health gets in the way of living your life.
ambulance driving to the hospital. someone in a hospital bed looking ill. Icepack on head, thermometer in mouth.



HealthAware | Frame 3: Gone are the days where you receive a bill for medical treatment and you can trust that you are paying for the treatment you received....
Mail truck driving up to a house to deliver a bill to the mailbox (zoom in on hand holding bill. Dog barking in background.



HealthAware | Frame 4: In fact, roughly eight out of 10 medical bills contain errors!
Bills in a row with red X's across them.



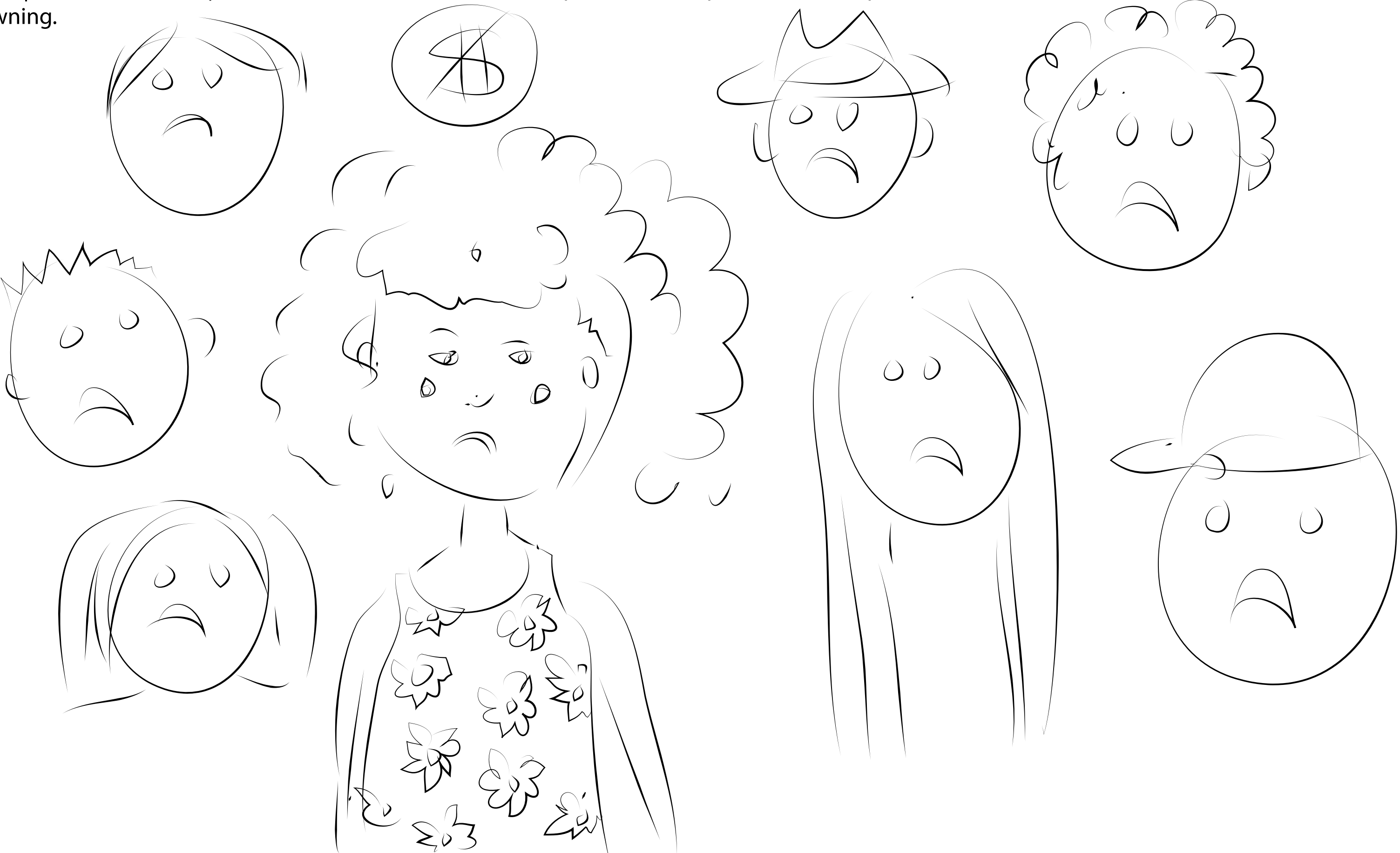
HealthAware | Frame 5: It has been estimated that hospitals overcharge Americans by about 10 billion dollars every single year.

** CONNECT THIS DOLLAR AMOUNT TO SOMETHING MORE TANGIBLE.

Person writing a check for a medical bill and the money traveling into the piggy back of the hospital. Piggy bank gets bigger and bigger until it explodes.



HealthAware | Frame 6: These days, medical bills cause more than 60 percent of the personal bankruptcies in the United States.
Person frowning.



HealthAware | Frame 7: We don't want that to be you.
Zoom out. Person frowning is at an amusement park display and they remove their face from the display. Person frowning turns to “your face here” with an X through it.



HealthAware | Frame 8: We all know that these bills pile up and things get overwhelming very quickly.
medical bills, dollar bills. Person's face exploding.



HealthAware | Frame 9: Which is why we created HealthAware, an app and website that give you the tools to manage your medical bills.
Image of iPhone with HealthAware. Person with many arms and tools in hand to beat down a monster that is the health insurance/healthcare system.



HealthAware | Frame 10: It's a simple app that allows you to upload bills, then check the billing codes and costs against national averages.
Person photographing bill, selecting the CPT code and \$ amount, then submitting to the app.



HealthAware | Frame 11: You can create accounts for family members, too.
Bubbles pop up with connectors around the users head to convey family members waving or blinking in each frame. Include image of the dog.

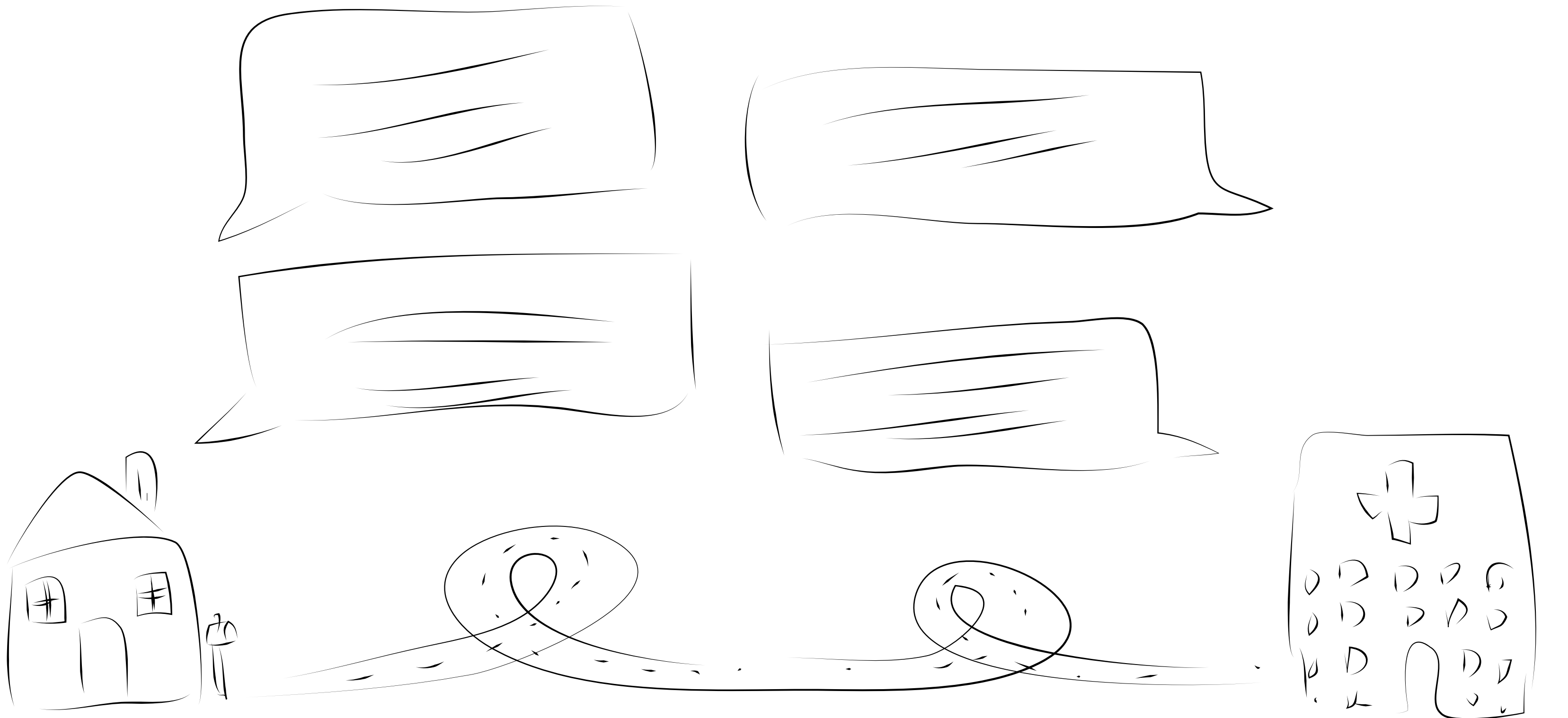


HealthAware | Frame 12: And even compare costs with your friends living in other states.
Zoom out of the view of one state to see the user standing on a map of the united states. Other states light up and pins identify friends across the country.

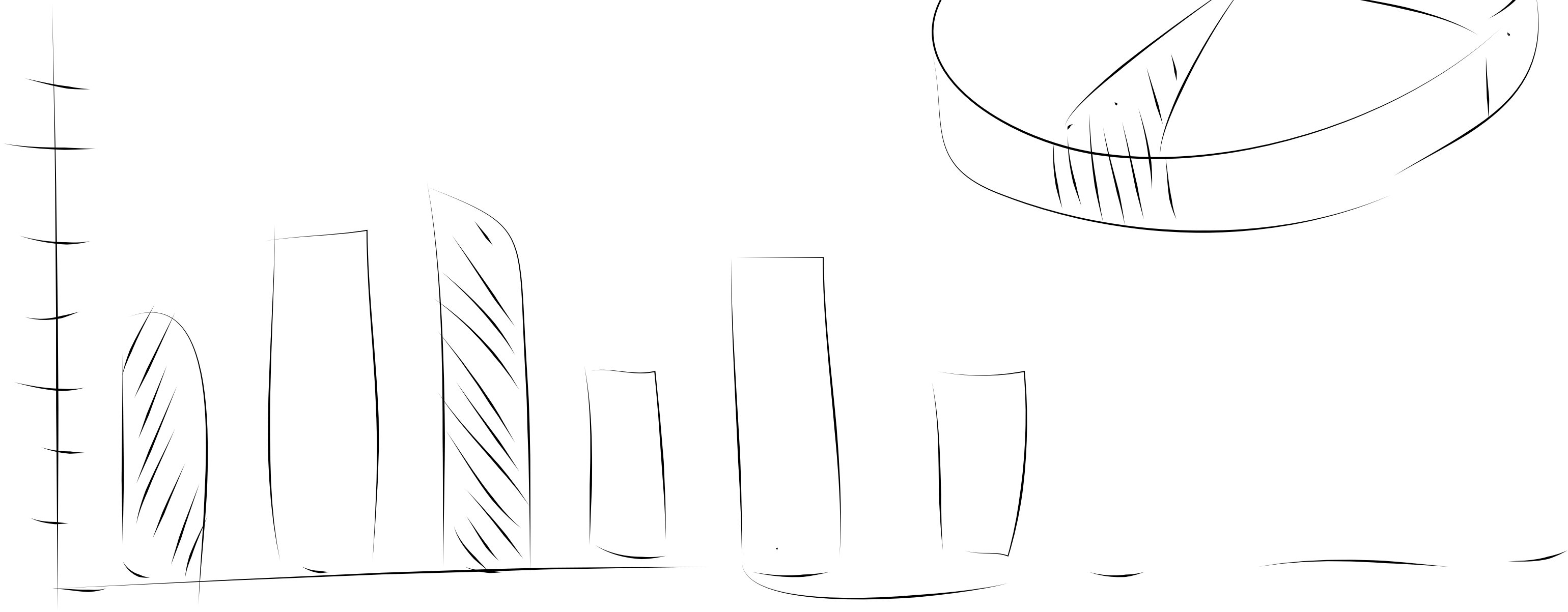


HealthAware | Frame 13: When you find mistakes, HealthAware helps you communicate with your insurance company and hospitals to get everything corrected- quickly!

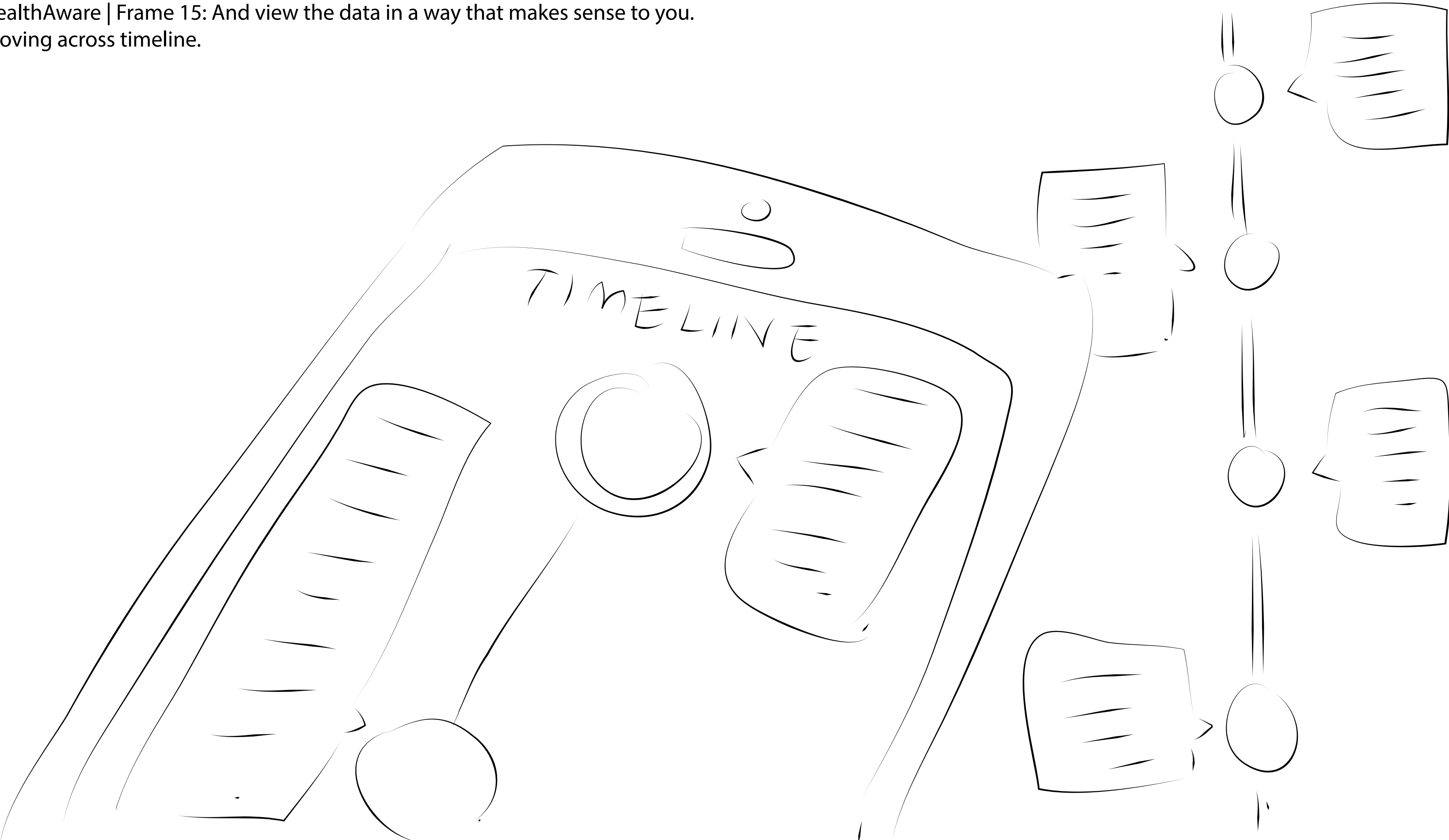
iphone in hands. text, phone, mail messages to image of hospital with cross.



HealthAware | Frame 14: You can track your annual expenses.
(graphs, etc. of deductibles, copays, out of pocket expenses)



HealthAware | Frame 15: And view the data in a way that makes sense to you.
moving across timeline.



HealthAware | Frame 16: Now you can catch costly errors that your insurance company keeps missing and save yourself money to do the things that are important in your life...

Happy user standing with numbers above head... numbers decrease and the bills disappear.



HealthAware | Frame 17: ...like playing with Fido...
Young person playing with his dog.



HealthAware | Frame 18: ...Knitting with your mom....
Elderly mother and daughter sitting in a living room, knitting



HealthAware | Frame 19: ...Hanging with the family...
Family BBQ in the backyard (father BBQing, mom reading, kids swimming in a pool with floaties)



HealthAware | Frame 20: ...or just taking some time for yourself...

Young woman swinging on a tree swing in a backyard.



HealthAware.com