

ECHO Script

Emergency Community Health and Outreach



**Script – Approved Final, Revised Post-Prep
September 6, 2012**

ECHO Digital Short “Understanding the Emergency Room” Red: Cut First for Length

-1-

Host on camera, in clinic exam room

Hello, my name is Dr. _____. If you’ve ever had to visit the Emergency Room, you know that it’s a busy place. To help our community, I want to be sure our families know when it is the right time to go to an Emergency Room, and when it is better to go to a clinic or Urgent Care.

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ER, sirens, lights, busy ER ambient sound, GRAPHIC: When to Use Emergency Room

First of all, the Emergency Room is the right place to go if you’ve had a serious injury or illness that could threaten your life. If you are badly bleeding, have been burned or have broken bones, or if you think you are having a stroke or heart attack, go to the Emergency Room right away.

-3-

ER, ambulances, busy ER staff, GRAPHIC: How Emergency Room Works

If you visit an Emergency Room and you’re not experiencing a serious emergency, you MAY BE in the wrong place, and here’s why. Emergency Room staff must sort people by how life threatening their emergencies are, and treat the most dangerous problems first.

-4-

Ambulances, sirens, GRAPHIC: What To Expect

If you have an emergency medical need, go to the Emergency Room of the nearest hospital right away. It may not be safe to drive yourself. The Emergency Room is always open.

-5-

ER Check In.

When you arrive at the Emergency Room, you will be asked about your illness or injury, and you will be treated. You may also be asked for insurance or payment.

-6-

ER Staff with patients

Emergency staff will try to respect your language and culture. **But because they are dealing with emergencies, they won't have time to get to know you and your beliefs.** It's important that you understand what they are asking or explaining. So if you don't speak English, ask for an interpreter.

-7-

ER Staff with patients, registration counter, GRAPHIC: Insurance and Cost

The medical care you receive is usually paid for by health insurance. Not all health insurance is the same. So find out what kind of care and services your health insurance will cover. Not everyone has health insurance. By law, you will get care even if you do not have insurance. But you will still be responsible for paying for the care you receive, which can be expensive.

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Host on camera, in clinic exam room

Most doctors don't work in the Emergency Room. They work in a clinic like this. These doctors are called "primary care doctors" because you should go to them first for your health. You get to choose your primary care doctor. Primary care doctors are ideal for most health needs. They are experts in most medical care.

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Clinic staff on phone, with patients, GRAPHIC: Getting Care at Clinics

It's best to make an appointment to see a primary care doctor. Most clinics try to keep appointment times open each day for sudden medical problems. Unlike the Emergency Room, simply arrive at your appointment time. Clinics can usually provide interpreters. Just ask for one when you make your appointment.

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Nurse or doctor with family, GRAPHIC: Babies and Children

If you believe your child has a life-threatening illness or injury, go to the Emergency Room. But the best way to keep your child healthy is to see a primary care doctor at least once a year for check-ups. They can help you keep your children healthy and strong.

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Nurse or doctor with family, GRAPHIC: Privacy and Culture

It is important to know that there are strong laws to protect your privacy. Doctors, nurses and everyone working in hospitals and clinics can never share your private health information with anyone else without your permission. And because clinic doctors aren't treating emergencies, they take time to get to know you and learn about your culture, traditions and beliefs. **And the more they know you, the better they can treat you.**

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Host on camera, in clinic exam room

Thank you for learning more about the Emergency Room, and your primary health care clinic. Remember, if you have a medical emergency, the Emergency Room is the right place to go. But the best way to keep you and your family healthy is to visit your primary care doctor.