**Draft – video script for WoundReference**

Introduction (music)

[logo / animation]

(voice over) When it comes to taking care of your patients, the stakes are high, so you have to make decisions with confidence.

[image of clinicians treating patients]

(voice over) Introducing WoundReference, a clinical decision support platform that helps you quickly be on top of the latest evidence in wound care, ensuring you always make the right choices with reliable clinical and operational support.

[image of woundreference website plus/or animation]

(voice over) But that's not all – we're also here to support your professional growth, making learning easy and seamlessly integrating it into your daily routine. Earn education credits at your own pace while exploring our ever-growing library of CME and CE eligible topics.

[image of woundreference website plus/or animation]

(voice over) Plus, our platform offers tools to help you with all reimbursement and regulatory hurdles, ensuring you never get lost in the process and avoiding claim denials.

[image of woundreference website plus or animation]

(voice over) Our powerful product navigator helps you pick cost-effective products, saving on clinic expenses.

[image of woundreference website plus/or animation]

(voice over) And our patient education materials are proven to increase patient satisfaction and adherence, resulting in better outcomes.

[image of woundreference website plus/or animation]

(voice over) WoundReference also offers CliniPaths, an intelligent operations system that empowers clinical teams to transform best practices into standard practice.

[CP logo / animation]

(voice over) CliniPaths’ customizable and interactive clinical pathways provide actionable tasks to guide you in treatment approaches, regardless of your level of knowledge or specialization, enhancing quality of care.

[image of woundreference website plus/or animation]

(option 2 / voice over) CliniPaths’ customizable and interactive clinical pathways provide you with detailed directions and practical guidance to manage the entire treatment course of your patients, regardless of your level of knowledge or specialization, enhancing quality of care.

(option 1) WoundReference. Reliable answers at your fingertips. Anytime. Anywhere.

[logo / animation]

(option 2) WoundReference helps Wound Care and Hyperbaric clinicians make smarter decisions at the point of care.