

QUALITY OF CARE - :60 PSA

ELDERLY WOMAN: Excuse me, but I had a problem *with my care...*

SFX: Sounds like the radio station changes. Latin music is playing. The station sounds like it changes back and we hear the woman again.

ELDERLY WOMAN: And I just thought you should know...

SFX: Sounds like radio station changes again. Polka is playing. The station again changes back to the woman's voice.

ELDERLY WOMAN: and worse than that, I wasn't *even given...*

SFX: Sounds like radio station changes again. Bright, hopeful music fades up.

FEMALE ANNCR: If you're on Medicare and have concerns about the quality of care you've received, you may sometimes think you're being tuned out. But Ohio KePRO is listening. If you think you've been discharged from a hospital too early, given the wrong kind of medicine, or simply received inadequate treatment from a healthcare staff worker, Ohio KePRO will review your case and work on your behalf to protect your rights to quality care—at no cost to you. For immediate help or a free "Know Your Rights" kit, call our toll free number at 1-800-589-7337.

SFX: Tuning sound transitions from bright, hopeful music to elderly woman.

ELDERLY WOMAN: So you'll look into my case? Thank you.

MUSIC: Symphony bright, hopeful music back up and under.

FEMALE ANNCR: Call today. That's 1-800-589-7337. Ohio KePRO—your key to quality care.

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