



Medtronic and General Motors are working together to develop new MRI vans for rural areas

*VNR Script (:90)*

Suggested anchor intro: Medtronic, a medical device manufacturer, is partnering up with General Motors to make vans equipped with MRI machines for rural areas in Michigan. Here is (reporter’s name) with the story.

| <b>AUDIO:</b>  | <b>VISUALS:</b>   |
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| NAT: Noises of a rural MI area   | Shot of a long road with one to two houses – defining what a rural area is  |
| VO: All across Michigan, there are places where there are little to no people, businesses, and even hospitals. These are called ‘rural areas’ and houses can sometimes be over an hour away from medical services.   | Map graphic visual of all of the areas that are considered to be “rural” in Michigan.   |
| VO: General Motors, the vehicle manufacturer from Detroit, is starting to produce MRI vans by partnering with the medical device company Medtronic. These vans are being built to aid rural areas that are in need of equipment like MRI machines.   | An MRI-equipped van b-roll shot. From the houses, a van passes and the camera follows where the van goes.<br>Fade<br>Shot of a patient talking to a doctor outside of the MRI van |
| VO: The General Motors’ Savana Passenger Van will be redesigned to have Medtronic’s MRI machines available for areas with limited hospitals. Such as [Ionia, Muir, Morley].  | Same map graphic as before. Fade in an overlay of where Medtronic Vans will cover   |
| SOT: (Omar Ishrak, CEO, Medtronic, :15)<br>“There are some areas in which people need to drive an hour or more just to see a physician. In working with General Motors, we at Medtronic are aiming to provide medical relief to anyone who lives in these types of places. Vans with MRI machines will be tremendously helpful too, as they can assist | Omar Ishrak (ISH-Raak).<br>Visual graphic saying, “ Omar Ishrak; CEO of Medtronic” on the bottom of the screen.   |

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| <p>in a variety of medical reasons.”</p>   |  |
| <p>VO: In addition, General Motors and Medtronic will be making these vans for a reasonable price; hoping that the cost of these vans will be covered by multiple hospitals but also hopes that private grants from the government and foundations will help offset the cost as well.</p>                                  | <p>B-roll of vans at a Spectrum Health facility—packing up many supplies to take across town.</p>              |
| <p>SOT: (Sally Struthers, Patient, :15) “As someone who regularly frequents the doctor’s, this van will save me worlds of time. For my average doctor’s office visit, I have to drive a total of four hours for an exam that takes less than fifteen minutes. I am so incredibly grateful; and I’m sure my car is too!</p> | <p>Sally Struthers<br/>Rural Michigan resident</p>   |
| <p>VO: Neither Meditronic nor General Motors are expecting to make a large profit in this MRI van project, but they are looking forward to assisting those who live in rural areas, as well as making a change to the way people are medically cared for.</p>  | <p>B-roll of a patient talking to a doctor outside of the MRI van or them getting into the machine itself.</p> |