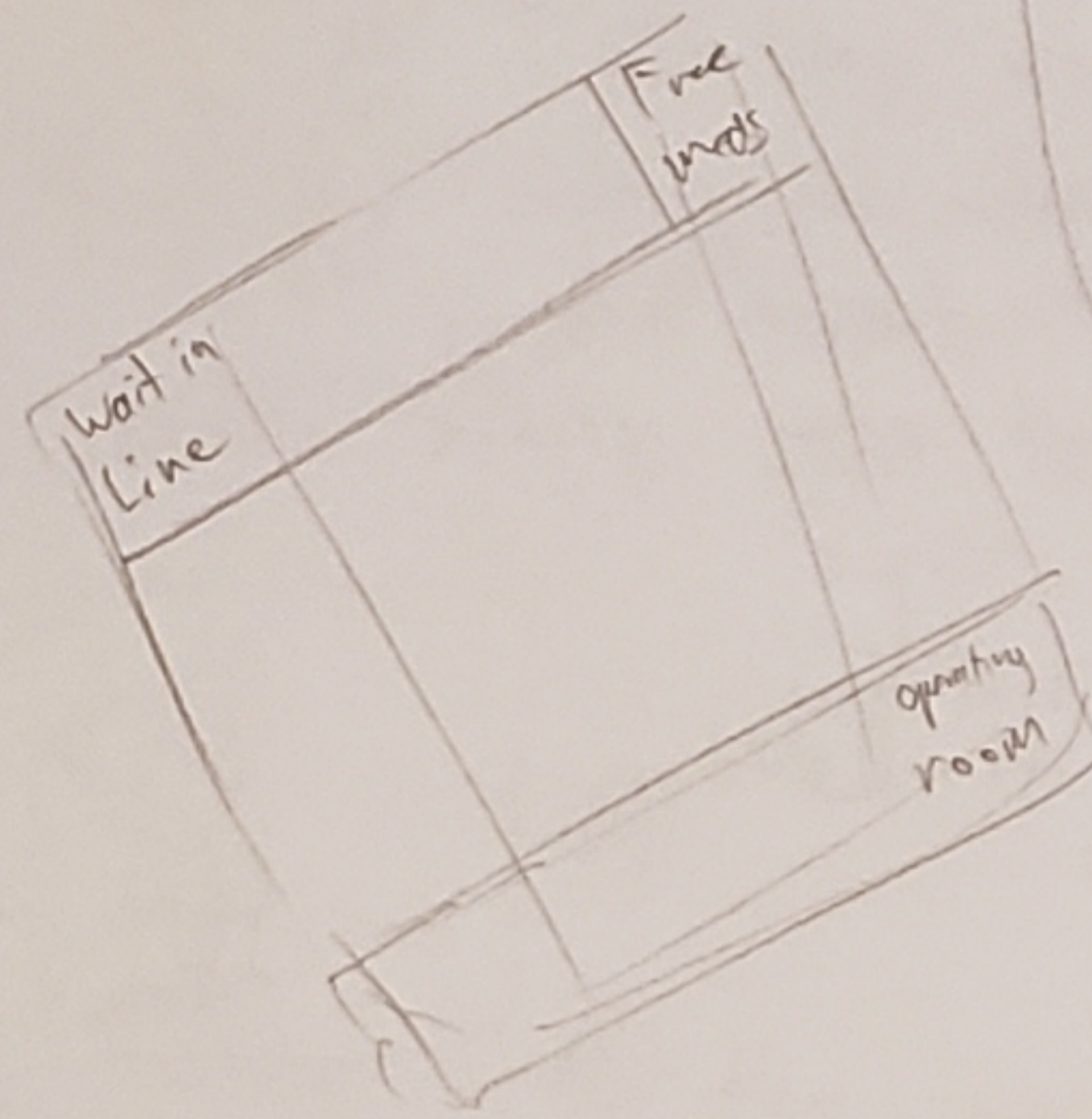
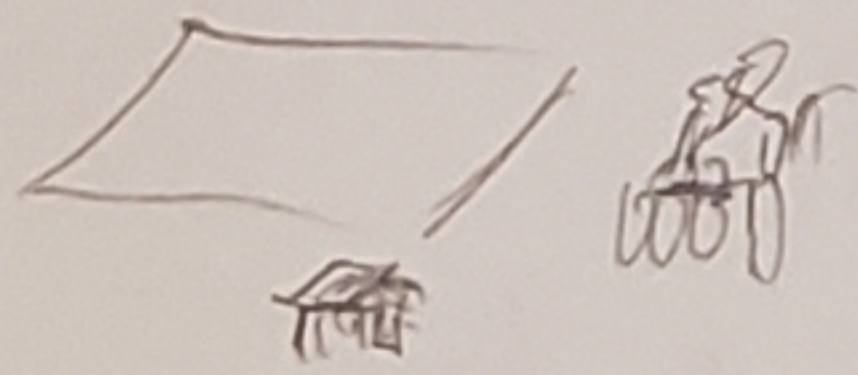


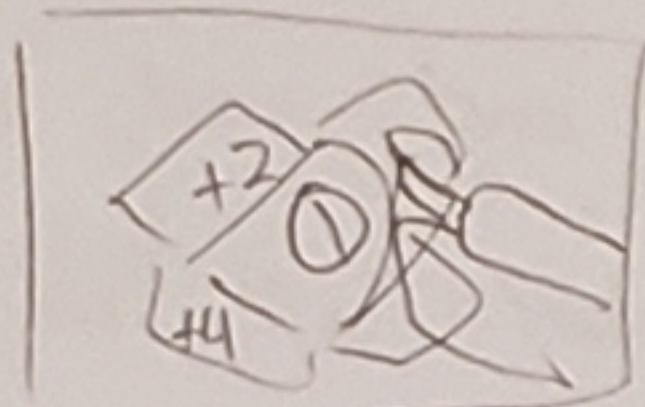
ALT 4-6

monopoly



"Healthcare represented by an UNO game."

uno



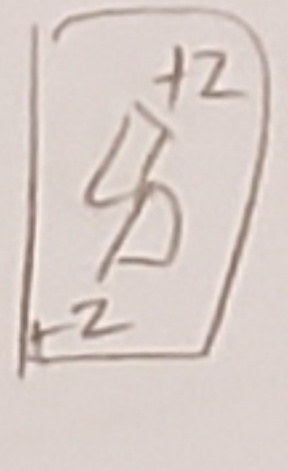
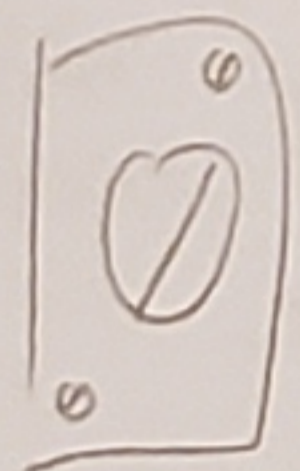
"If the waiting room was like uno"

"Who suffers the most, who picks up all the cards"

11

This ad was inspired by the story of Brian Sinclair

<https://www.11.com>

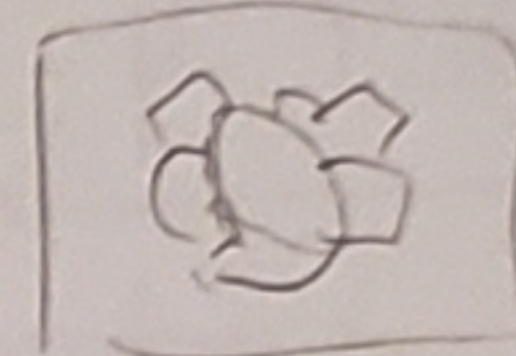


different voices

ALT 4-1

"uno"

"When you wait in the ER room, you're worried about your loved ones."



↓
piling cards.

"No one wants to wait for hours on end and no one wants to think about why they're there."

"now what happens when you add the following?"

4) "He deserved it"

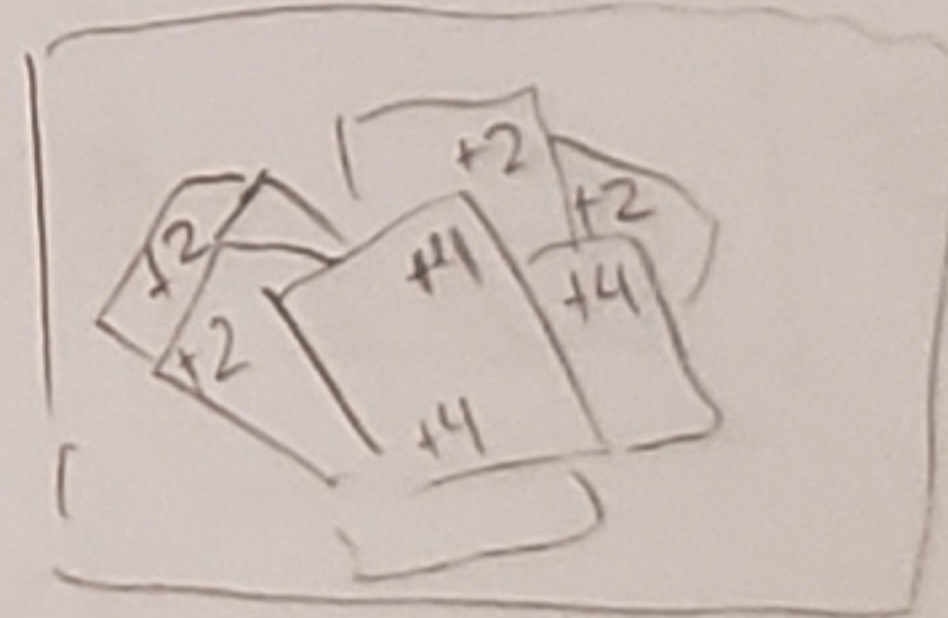
5) "He's faking it"

6) "We don't have time for addicts"

7) "He's only gonna come back later"

8) "no good for nothing druggie"

9) "And to top it all off the amount of hours you wait."
 -add +2, +4 cards



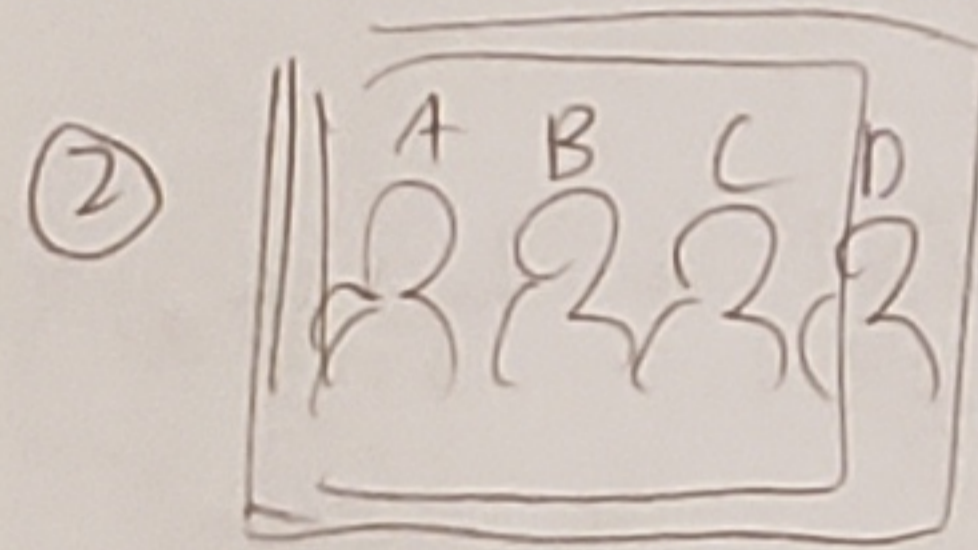
10) "What do you think will happen when someone picks up all the cards?"

ALT 4-2

DND Healthcare



Dungeon Master: alright you guys come up with an illness and person A has the only cure. What do you guys do?



A: hmmm resources are pretty low... and I do have enough for everyone... Let's roll and decide!
- everyone groans except A. -

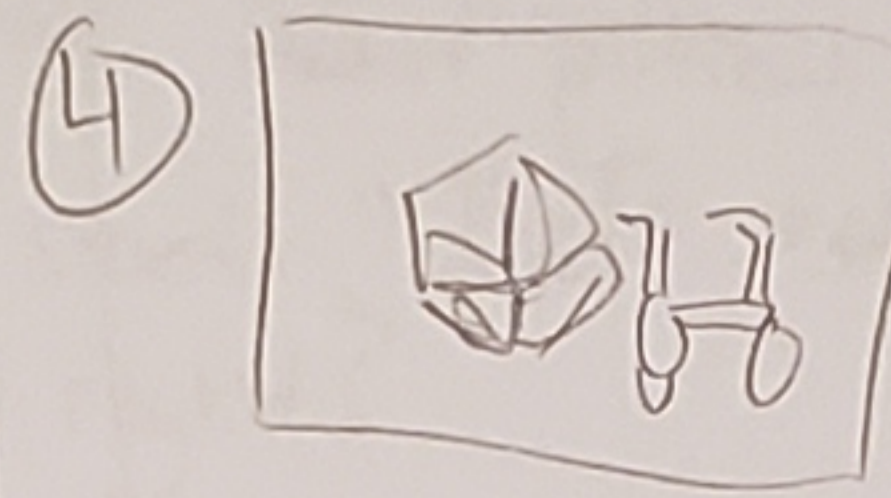


B: alright fine, what does the DM say?

DM: if you roll a 4 or above you get person A's medicine.

B: aw sweet a 16! I'm definitely getting those meds.

DM: person A hands over the meds and person B gets cured.



DM: Alright person D is a double amputee and needs medicine, the number will be 18!

D: Aww man that's so high... why's it gotta be such a big number?

DM: well you're a double amputee werewolf that got turned into a legless chicken and now you're infected...



D: well here goes nothing
* rolls 17.*

- aw man so close!

DM: don't worry man it's just a game.

D: yeah you're right.
- everyone laughs.

repeats through B → D, 4, 10, 18.



if only it was a game.

But it's not

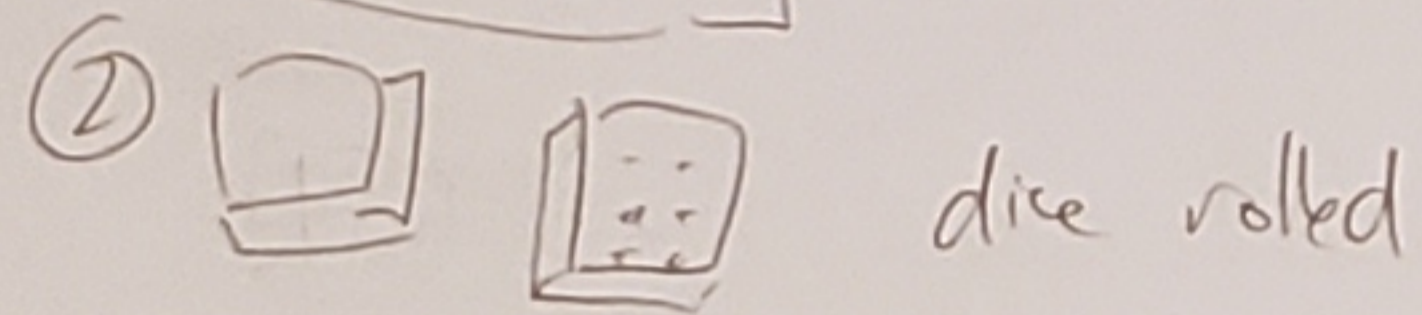
https://www...

ALT 4-3

Monopoly

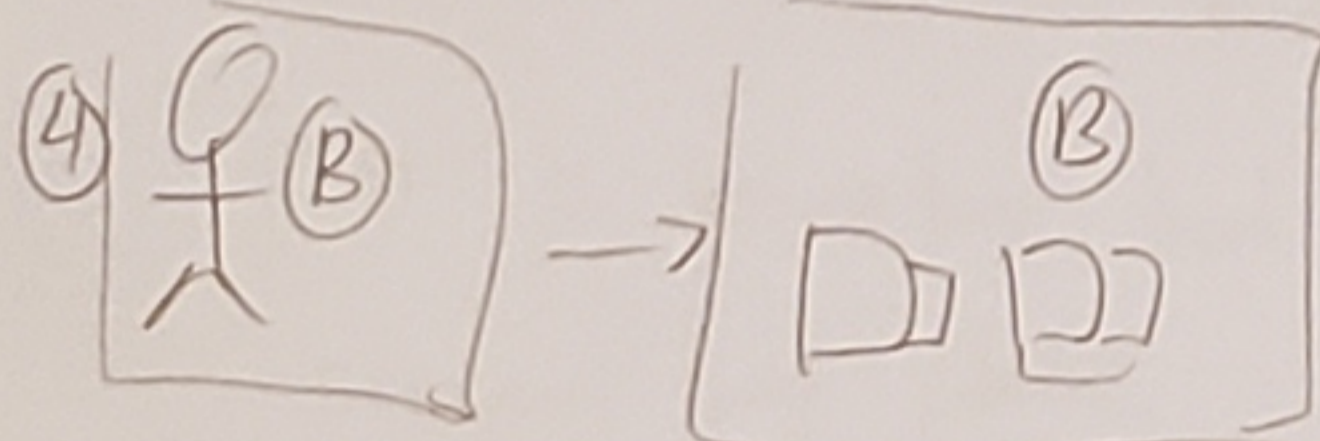


1A

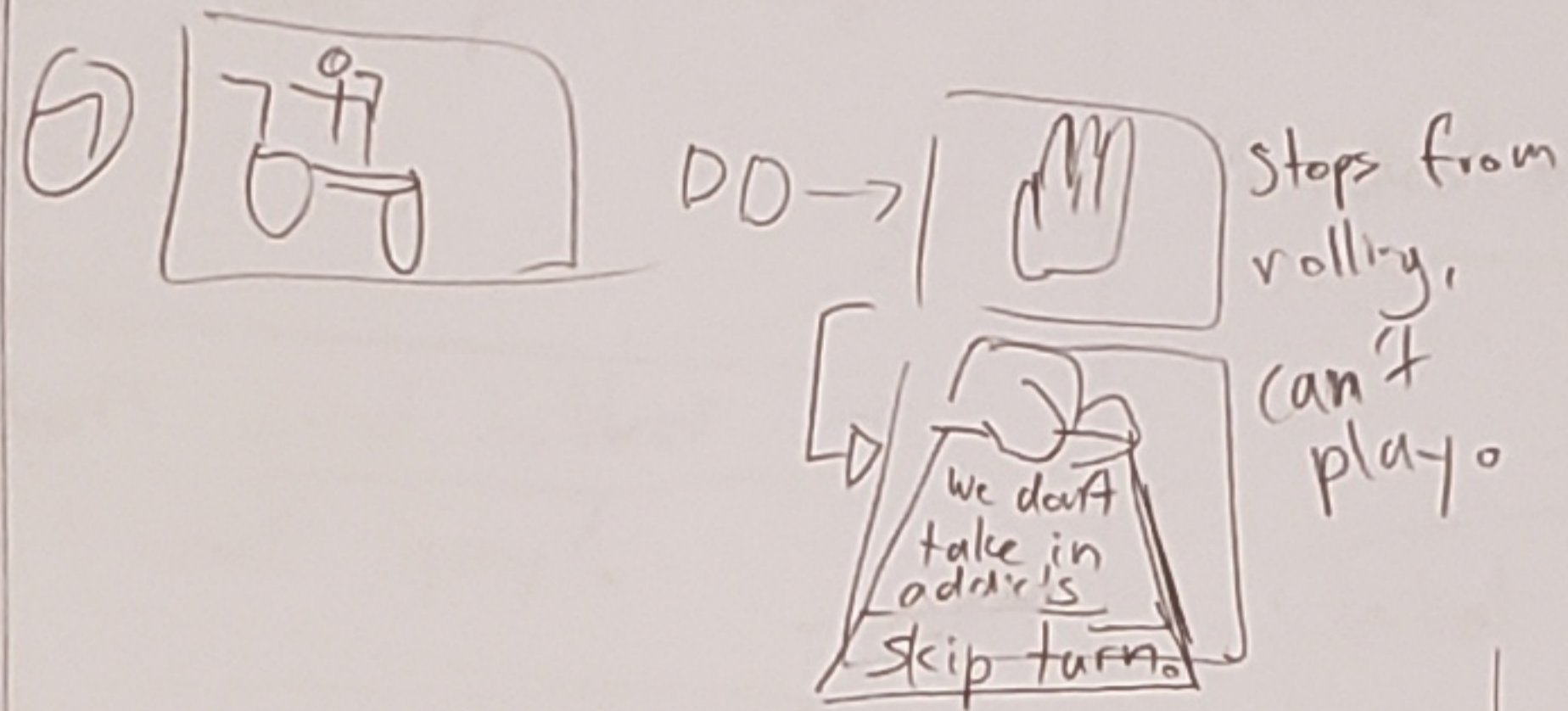
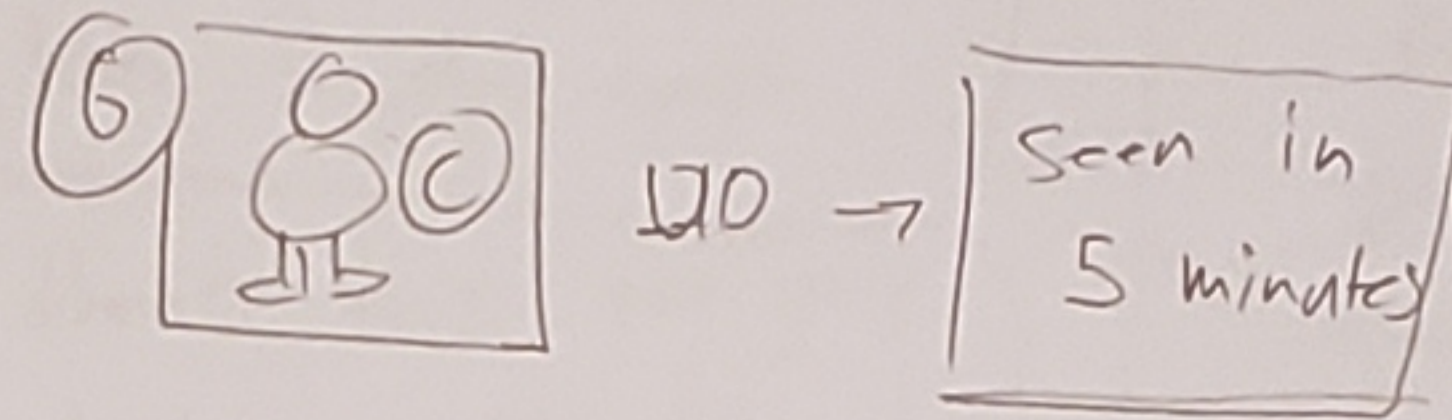


dice rolled

3 rushed to emergency care.



5 waits for 30 minutes.



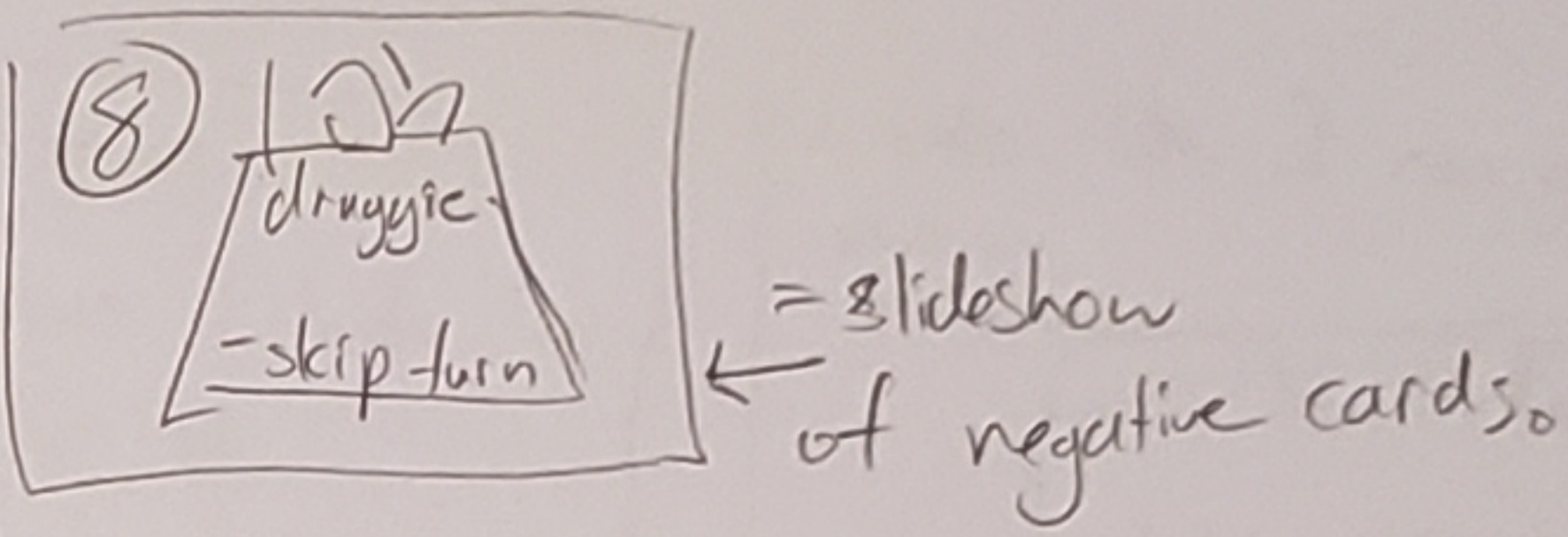
stops from rolling, can't play.

repeats orders 1-7

7A "you'll just come back again" - skip turn.

7B "It's nothing serious" - skip turn.

7C "get someone else I'm busy" - skip turn.



11 "Sindair was ..."
- neglected ...
- end Indigenous Racism
"https:// ..."

ALT 5-1 Texting

- Yo dude

Whats up? -

- stuck at the ER man

you alright dude? -

- yeah just a small bruise.

- pulled this sick stunt where I tried to vault over a powerbox but scraped my shins. instead lol

Dude you're actually so dumb LOL how the wait

Arad it can get pretty rough

- Wait's not too bad, there's only like 3 other guys

- But there's this one guy that looks pretty banged up.

That's good to hear - what guy?

- Idk some guy that doesn't have legs.

Holy dude no legs? Can you show a pic?



- Guy doesn't even know that I took a pic of him lol

Must be really knocked out or smtho

Holy -

What do you think happened?

Idk man probably some homebss druggie

LOL you're one harsh dude.

gotta kill time somehow look

Just me, wheeltie, and 2 other guys

What about the other 2?

Brats me

oh look it's my turn now.

Looks like I can go now

Huh. Pretty fast lol. Since you just arrived and all

idk man, ER room sucks esp cause of wheeltie.

Today

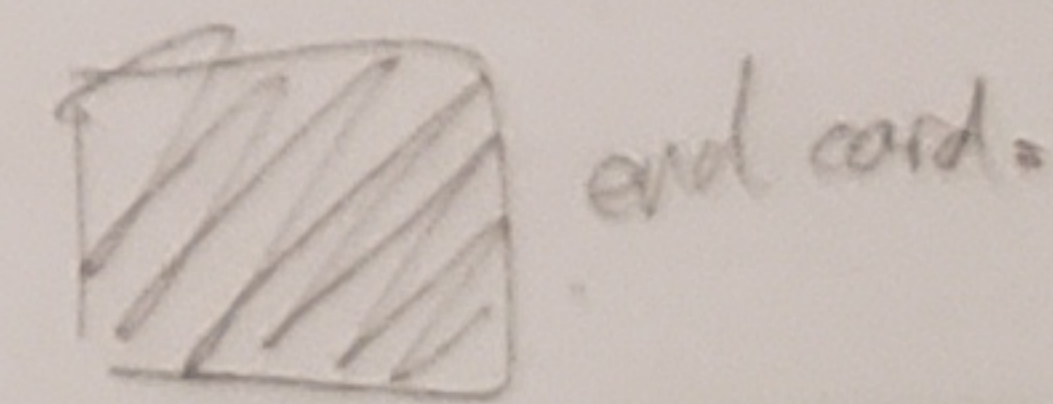
Hey man did you check the news

https://www.com/indigenous-man-neglected-to-death-prompts-hospital-investigation//

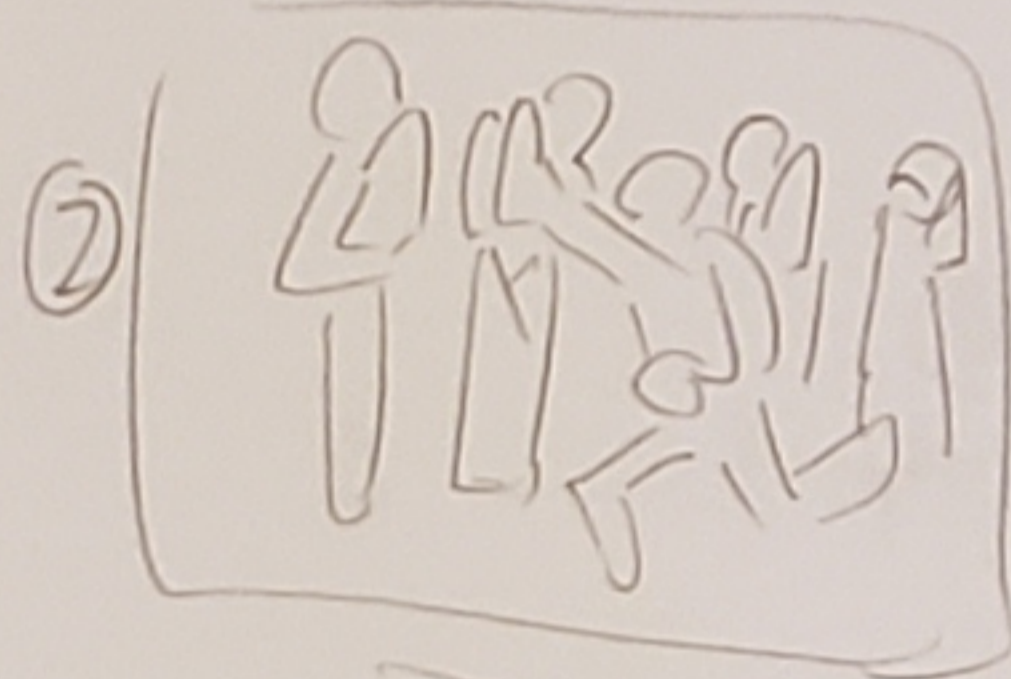
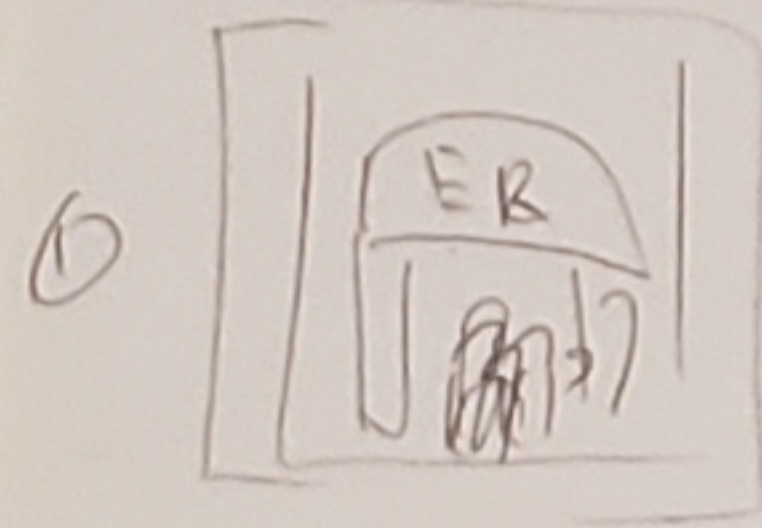
- Damn what the f could've been me.

Think it's the same guy too.

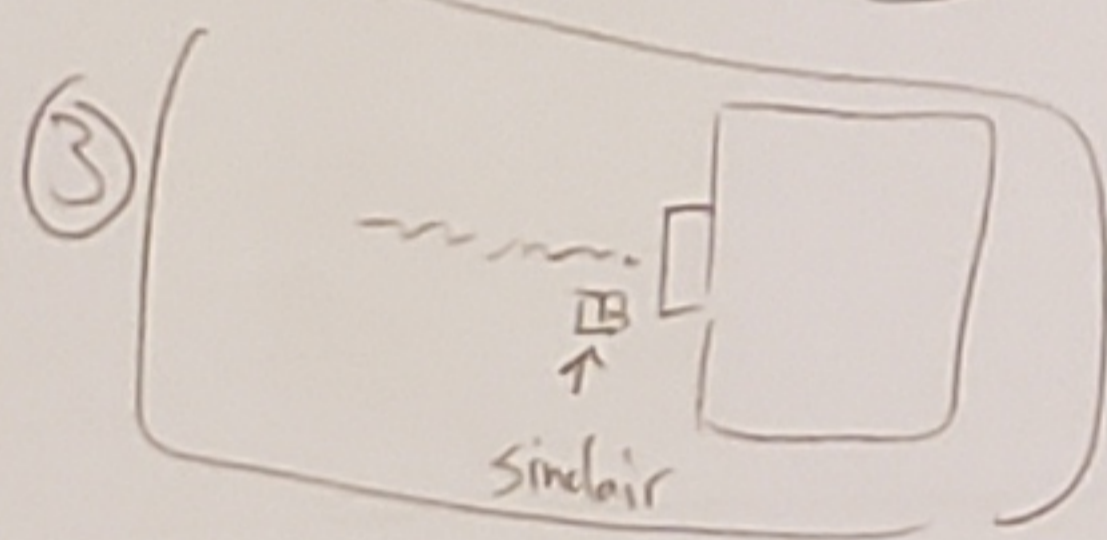
RIP



ALT 8-1 "get in line"



- Like a marathon runner that high 55 people in line, line up to ER.



Sinclair comes but doesn't get high-5s.



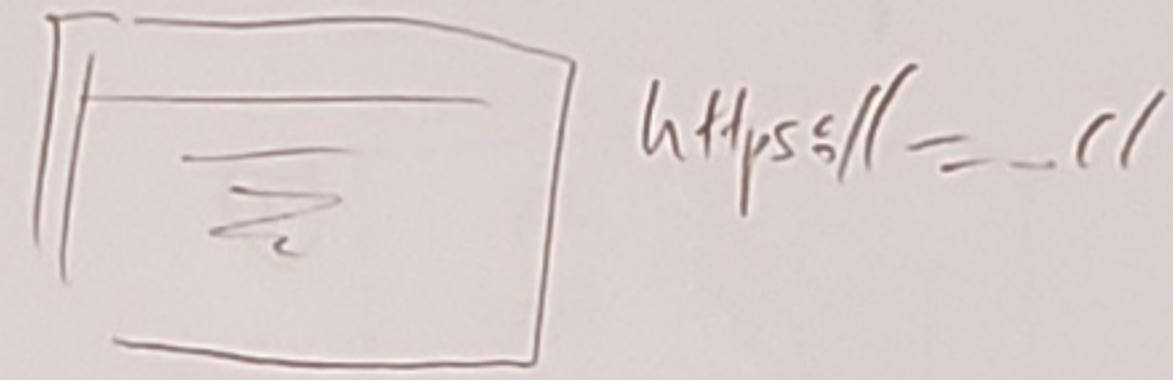
people line up beside last person, excluding Sinclair.



5



cut to black



ALT 8-2 "not being seen"



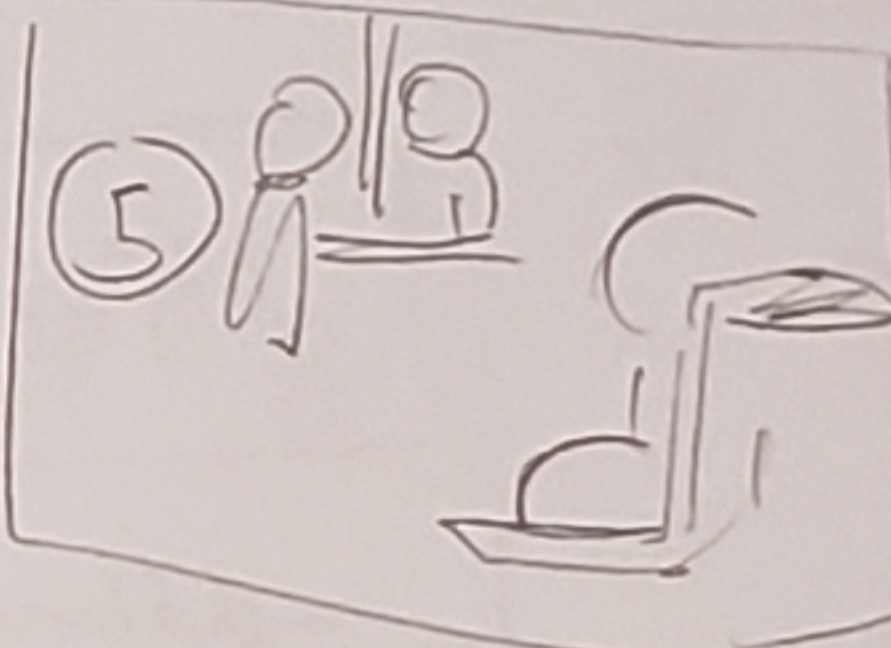
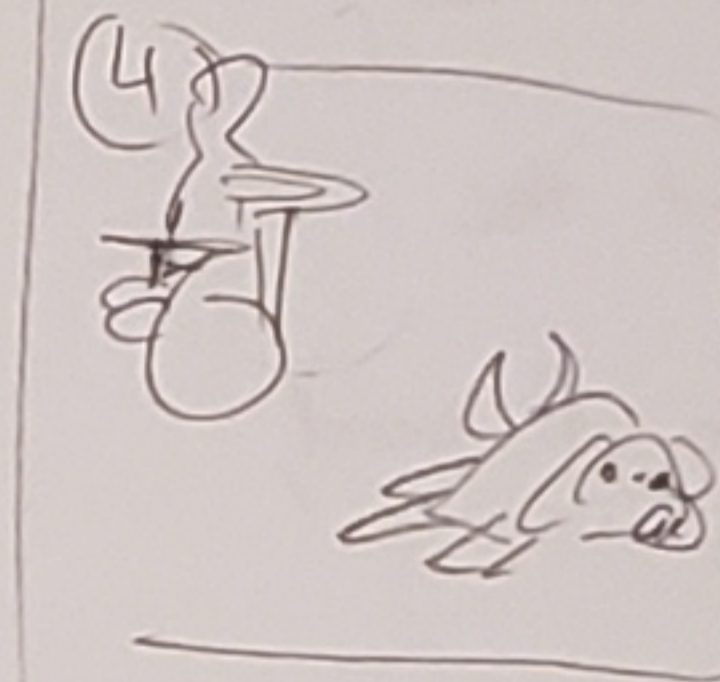
pan up



hey can I get some help.



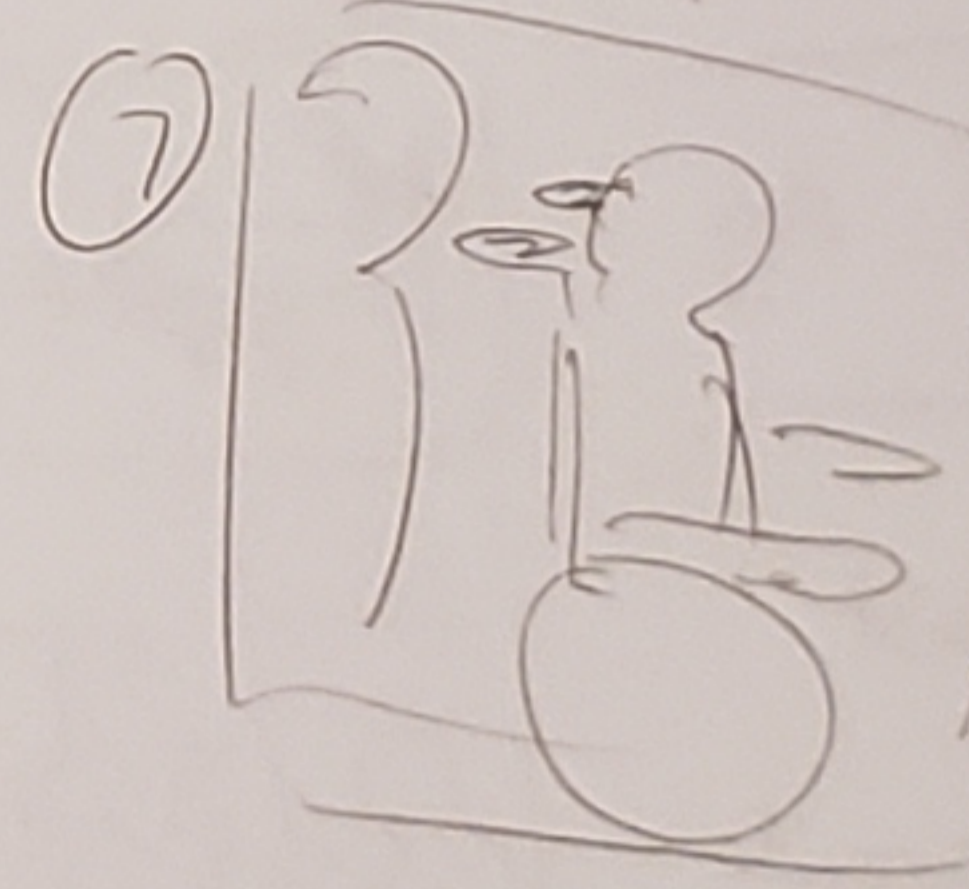
- series of events that make Sinclair go unnoticed.



hey there

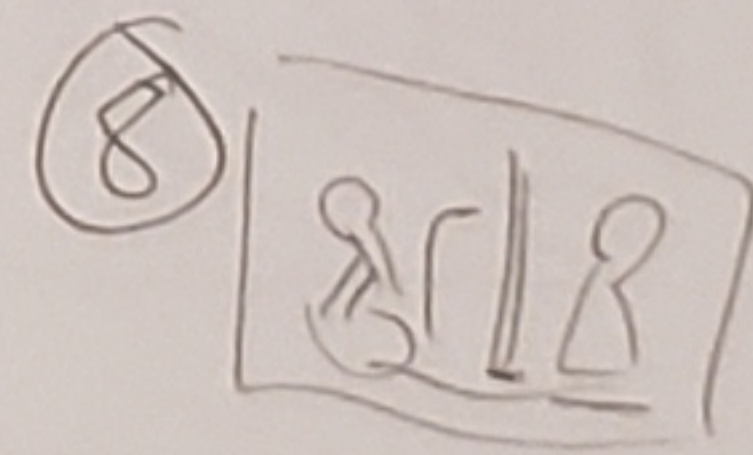


entrance

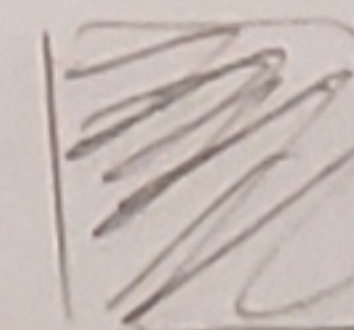


hey you there

Sinclair glows up with excitement yeah!



- you're in the way, move it



notice something? - oh ok

1/AL7-8-3

When you want to get the
① best health in a time of need,
we got your backs

"with great smiles
we
and a welcoming
staff"

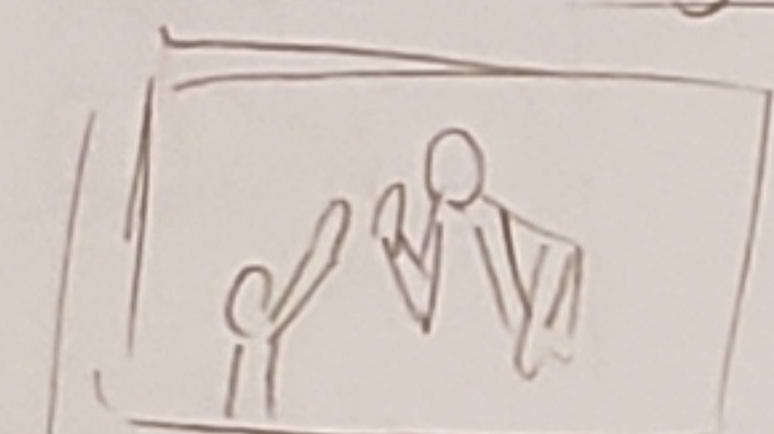
③ We try and
provide for all of
our community

④ high-5 day

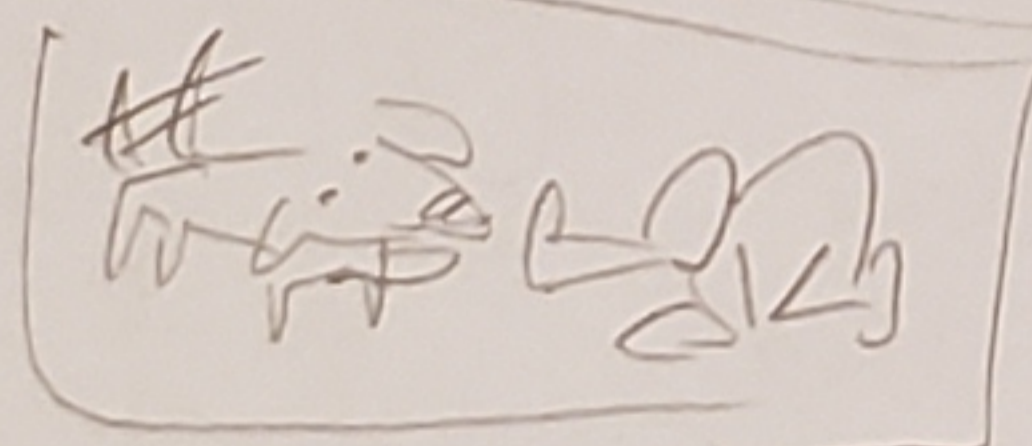
We do our best
to try and provide
comfort to our
patients

⑤

high 5.



-different
people come
in and
high-five
the staff at
the entrance.



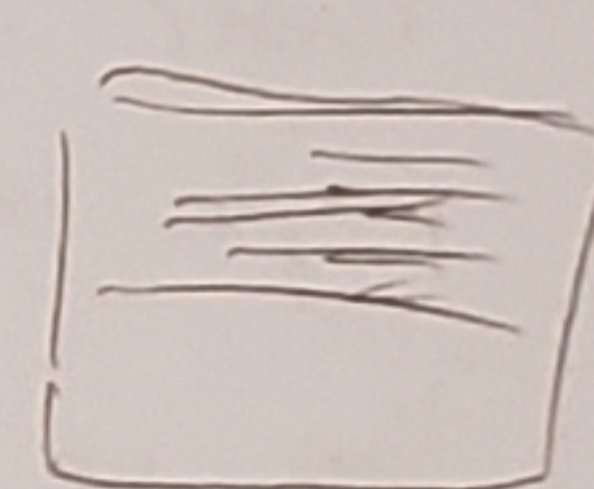
"So when you come to
us and seek help,
we'll welcome you with
open arms."



↑
Sindair
ignored
and nurse
walks back.



cut to black.



④
https:// ...

ALT 9-1

Campfire.



opening shot
of waiting
room



A: Hey man did you hear about this one guy that waited super long?
B: no I haven't



A: Well it goes like this.



B: there was a guy that had a bladder infection yeah?
A: uhmm



B: the staff gave him a pass and he was all good to go, but he waited for around 33 hours.

A: What did he do?

B: He just waited there.

ticks slowly

B: for 33 hours.

A: surely that's not true right?

B: Well some people say that patients called out to them staff for help,

A: and?

B: nothing. No one did a darn thing.

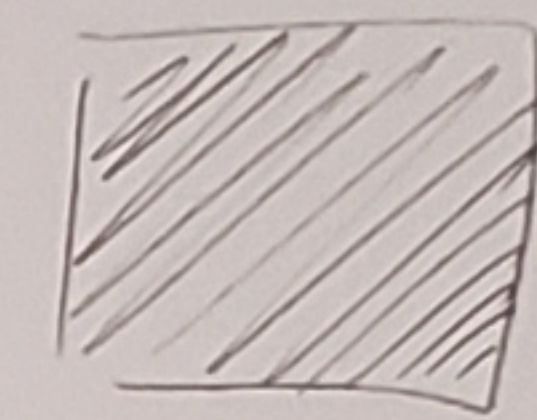
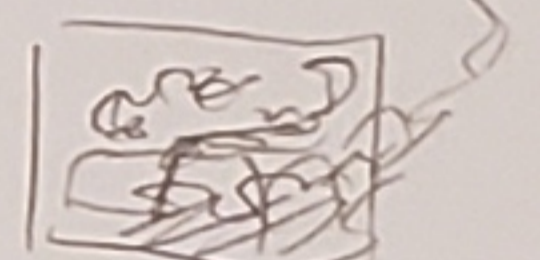
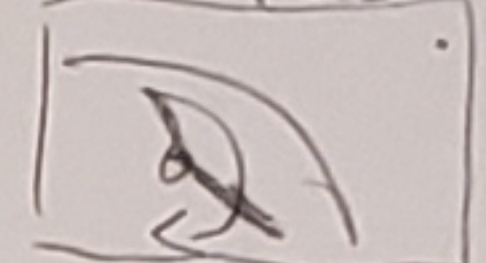
A: wait then what happened to the guy in the wheelchair?

B: I'm sure you can guess what happened.

nurse = Mr. "???"

B: "Alright gotta go, Hope you don't wait long buds"

A sits uncomfortably and thinks.



"It's not a funny story to be told."

<https://www.11>

