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|  | Voiceover | Visual | Image |
| 1 | The Apothecary is the historical name for the medical professional who formulates and dispenses material to Physicians, Surgeons and Patients. | Show the sign of the apothecary followed by a book flipping and on each page a stage of history with the apothecary in it until modern times. |  |
| 2 | In modern times the name of the Apothecary has changed to Pharmacist, and their job has changed to fit the healthcare paradigm of the modern Pharmaceutical healthcare industry. | This part is the conclusion of row #1 where we show the modern day pharmacist. |  |
| 3 | At Sanofi we believe that the indepth role and knowledge of the Apothecary still has a place in our modern healthcare environment and we are not alone, In fact the Egyptian Pharmacist Syndicate and Sanofi have worked together to introduce the Quality Pharmacy Program. | Start with the Sanofi logo in 3D then bring in the logo of the Egyptian Pharmacist Syndicate (also in 3D if possible) and put one to the top left and one to the top right and in the middle the Quality Pharmacy Program logo (also in 3D if possible) | SANOFI_Logo_Horizontal_2011_4colors  D2LCA0Y9MS8CAESJ43ZCASNUGR7CAZGDWYQCAYW3SAFCAY5H4ZHCAB1MWAQCAV0BPL6CAJJ0WYXCAO874RBCAK12NCGCAHLNDXBCAU93K7NCA9ZPNEDCAIPVJSFCA8B3XCHCAHPQ74VCAC04170CAOD87TU |
| 4 | The Quality Pharmacy program is a Sanofi Initiative that targets Pharmacists and Pharmacies that want to become more than just a warehouse for medications. Rather the QP program aims to increase Pharmacist confidence by increasing their knowledge through continued medical education for Pharmacists. | Remove the Sanofi and syndicate logo and move the QP logo up to the top right while the CME footage is playing |  |
| 5 | Sanofi’s objective is to re-shape the OTC Practice in Egypt through developing Pharmacists knowledge, in order to accurately counsel their patients for Over The Counter products. | Cut to shot of pharmacist talking to patients about over the counter medications. |  |
| 6 | The “OTC Certification” is a collective Continued Medical Education program consisting of 6 modules, covering different areas of care that are encountered by the pharmacists on a daily basis such as Allergy, Pain, Female care, gastro and skin care, as well as providing them with required soft skills and knowledge. | Blur the image of the pharmacist talking to client and put over it a box and on the box we will write OTC Certificate then under it we will write the words:   * Allergy * Pain * Female Care * Gastro * Skin Care * (the sixth element which I don’t have listed in the script) | Text will be written on screen:  OTC CERTIFICATE   * Allergy * Pain * Female Care * Gastro * Skin Care   (the sixth element which I don’t have listed in the script) |
| 7 | Along with the soft skills the program aims to teach Pharmacists the scientific approach required for OTC diagnosis and treatment. | Show footage of someone explaining a scientific element on a black board or projector |  |
| 8 | The Quality Pharmacy program is designed to add credibility to the Pharmacist and in turn the Pharmacy he or she works in to act as first stage diagnosticians for patient ailments. Meaning that this could be an excellent first step for patients who have a general fear of Doctors to have a healthcare professional diagnose an issue them might have. | We need to show footage of hesitant patient talking to pharmacist… and the pharmacist giving them advice. |  |
| 9 | In some cases the ailment might be easily treatable but in others the Pharmacist can recommend that the patient go to a doctor and can advise the patient not to delay proper healthcare intervention. | Show pharmacist talking to doctor and doctor checking up on patient. Or same patient at pharmacy going to a doctor. |  |
| 10 | The time for the Apothecary is gone, but that does not mean that we cannot learn from the historical role of the Apothecary as a healthcare beacon to the community. | Show footage of the Apothecary again. |  |
| 11 | Sanofi and the Egyptian Pharmacy syndicate are proud to introduce the Quality Pharmacy program, a continued education program and certificate that is continually renewing pharmacist skills. | Show the sanofi logo then the Egyptian syndicate logo then the QP logo and then place them on the actual certificate from the QP program. | SANOFI_Logo_Horizontal_2011_4colors  D2LCA0Y9MS8CAESJ43ZCASNUGR7CAZGDWYQCAYW3SAFCAY5H4ZHCAB1MWAQCAV0BPL6CAJJ0WYXCAO874RBCAK12NCGCAHLNDXBCAU93K7NCA9ZPNEDCAIPVJSFCA8B3XCHCAHPQ74VCAC04170CAOD87TU |
| 12 | Continually helping pharmacists and the communities they work in | Show pharmacist interacting with community. |  |
| 13 | To build a healthier and safer Egypt. | Show image of Egypt… it can be the flag, it can be something different like the night lights image or anything that indicates Egypt in a good way. |  |