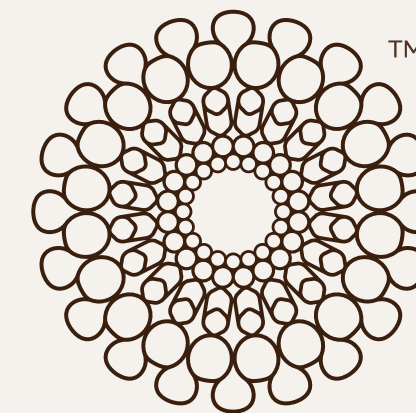# International Health Day
Storyboard

EXPO 2020 DUBAI UAE

BOSNIA AND HERZEGOVINA
EXPO 2020 DUBAI

OFFICIAL PARTICIPANT

INTRO

Animated heart-shaped logo is starting to form.

INTRO
We see elements of logo combining...

INTRO
... until they form full heart-shaped logo.

INTRO
Suddenly it starts to dissolve and few new shapes appear on the screen...

INTRO
... and form into an illustration of apple.

INTRO
Illustration moves and reveals date and theme of the video.

MIRSAD KACILA

Cardiac surgeon
"Heart center" Sarajevo

INTERVIEW STUDIO SETUP

MIRSAD Cardiovascular diseases are the most common diseases in general population.

CLOSEUP OF A DOCTOR EXAMINING A PATIENT.

MIRSAD They are also the largest cause of death. On the other hand...

SHOT OF SURGEONS INSIDE THE OPERATING ROOM.

MIRSAD .... cardiac surgery is one of the most expensive fields of medicine. Due to social inequality...

INTERVIEW STUDIO SETUP

MIRSAD .... parts of the population remain deprived of these health services. This leads to unnecessary suffering and premature death.

SHOT OF VOLUNTEERS HELPING ELDERLY MAN.

MIRSAD COVID-19 has put the spotlight on this inequality. It also showed how broad and complex the issue of fair access to health service is.

SHOT OF VOLUNTEER HELPING ELDERLY WOMAN.

MIRSAD The communities that were hit the hardest were the communities that were already the weakest.

SHOT OF DOCTOR TALKING TO PATIENT

MIRSAD They were the most exposed, and the least prepared to battle the virus. This is not fair and this is preventable

SHOT OF HAPPY PATIENT AND DOCTOR SHAKING HANDS.

MIRSAD Access to health care should not be determined by a person's birth and social status. Everyone deserves adequate and professional medical care.

INTERVIEW STUDIO SETUP

MIRSAD   On behalf of Heart Center Sarajevo, we hope to encourage everyone to help build a healthier world and a more equal social system.

CLOSING GRAPHICS
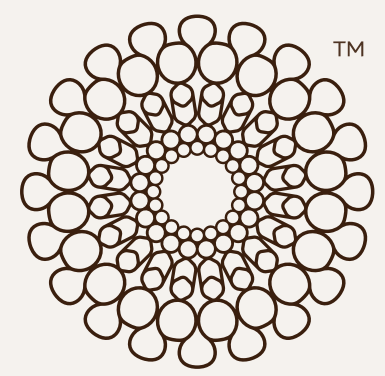Animated Bosnia and Herzegovina EXPO 2020 logo.

CLOSING GRAPHICS

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