



**Project:** Beckman Coulter Heritage Museum Video

**Assignment:** Develop the script for a three-part, DVD-based program. Each of the three videos spans 5-6 minutes and shares a common introduction and conclusion, but each has its own, audience-specific (general, research or diagnostic) main section.

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**[INTRODUCTION]**

Biomedical intelligence. It is generated in laboratories and medical centers around the world.

Biomedical intelligence occurs when collections of data become practical, actionable information.

Information that leads to faster, more accurate diagnosis of disease.

Information that leads to more rapid development and approval of new treatments.

Information that leads to advances in laboratory tools and instrumentation that speed the process of converting data into biomedical intelligence.

Beckman Coulter is the undisputed leader in instrument systems, chemistries and supplies used in laboratories and medical centers around the world.

Our innovative solutions simplify and automate laboratory processes to hasten the creation of biomedical intelligence by dramatically increasing the speed and accuracy of testing procedures and providing 24/7 performance in the battle against disease.

From cutting edge genetic research and new drug discovery to the day-to-day realm of blood and tissue testing, Beckman Coulter meets the demands of the men and women working across the entire spectrum of biomedical research.

Since 1934, when Arnold Beckman founded Beckman Instruments, the company has always been about innovation, automation and simplification.

Dr. Beckman himself created myriad devices that simplified tedious laboratory procedures, increased analytical precision and revolutionized chemical analysis.

The late brothers, Wallace and Joseph Coulter, founded their company on Wallace's patented Coulter Principle, which automated the process of counting blood cells.

United as one company in October 1997, Beckman Coulter continues to innovate and improve upon its portfolio of instrument systems that are used to separate, test and analyze the components of life.

**[END INTRODUCTION]**

## General Audience – Main Section

When you go to the doctor's office, Beckman Coulter is there, helping your physician run various routine panels, such as glucose and cholesterol tests, and specialty tests, such as [prostate cancer screenings.

When your blood and tissue samples go to the lab, Beckman Coulter is there, helping the lab technicians quickly and accurately analyze those samples.

When the medicines your doctor prescribes were developed, Beckman Coulter was there, helping the researchers rush them to market in time to meet your need.

[Testimonial perhaps from a diagnostician about fast and accurate testing of blood samples.]

In the battle against disease, our most potent weapon is speed... At Beckman Coulter, we believe that the best way to achieve that speed is through the automation and simplification of laboratory processes throughout the biomedical testing continuum.

For instance, our high-tech robotic systems automate the process of preparing samples, dramatically increasing the speed of genetic studies in biotechnology research. Our robotics can sort the samples, decap the vials, separate the substances within and even place the samples directly on the chemistry system for analysis with little or no manual intervention.

Our high-throughput drug screening systems and automated liquid handling systems are giving pharmaceutical firms a leg up in the race for new drug discovery.

In high volume environments like hospital labs, our clinical systems simplify and speed up the entire routine chemistry testing process, performing over twenty tests per minute.

We are also leveraging our understanding of the biomedical testing continuum with translational solutions that hasten the process of converting biomedical intelligence into clinical applications.

[Testimonial perhaps from a longstanding customer that talks about why been a customer for so long – innovation, etc.]

Our strong financial position in the biomedical marketplace allows us to fund a hefty investment in research and development. This in turns allows us to deliver on our company-wide commitment to exceed client expectations... to anticipate their future needs with new and innovative technologies... to grow with them as their challenges increase and their work volumes expand.

## Research Audience – Main Section

In today's research laboratories, demands have increased, while budgets and staffing have decreased. Beckman Coulter paves the way to productivity enhancements with innovative automation approaches that link centrifugation, robotics and analysis.

Many research labs are already using Beckman Coulter Total Lab Automation systems for automated sample handling. From ordering tests through sample collection, analysis, result reporting and data archiving, these systems make every step of the process flow with optimum speed, economy and efficiency.

Beckman Coulter is also increasing productivity with automated liquid handling workstations used in genomic, proteomic and cytomic research.

Our scientists continue to break new ground in sophisticated protein and DNA chemistries to speed synthesizing and sequencing of these key molecules.

We're also helping pharmaceutical firms cut new drug time-to-market significantly by processing assays 24-hours a day with tremendous speed and accuracy.

[Testimonial from a customer regarding how BC helped them increase productivity]

Beckman Coulter's support, however, goes beyond the laboratory. Our web site provides tools and information to enhance every aspect of your day-to-day laboratory operations and even help you meet the stringent clinical lab accreditation requirements. We've also enhanced our customer's ability to communicate with us, and we include the customer's voice into our decision-making processes.

[Testimonial perhaps from a longstanding customer that talks about why been a customer for so long – customer service/support]

Our strong financial position in the biomedical marketplace allows us to fund a hefty research and development investment in automated solutions, genetic analysis, analytical instrument systems and centrifugation systems.

This R&D investment also allows us to deliver on our company-wide commitment to exceed client expectations... to anticipate your future needs with new and innovative technologies... to grow with you as your challenges increase and your work volumes expand.

We are also leveraging our understanding of the biomedical testing continuum with translational solutions that speed the process of converting esoteric testing outputs – from genomics, proteomics and cellular analysis – into clinical applications and, eventually, routine patient care.

## Clinical Diagnostics Audience – Main Section

Many hospital and reference labs are already using Beckman Coulter Total Lab Automation — or TLA — systems to streamline and expedite every step of lab procedures.

In hospital settings alone, Beckman Coulter provides automation systems for nearly 100% of hematology, routine chemistry and immunodiagnostics tests.

From ordering tests through sample preparation, analysis, result reporting and data archiving, our automation systems promote faster test turnaround and a higher degree of accuracy AND efficiency.

[Testimonial from a customer regarding starting with a small investment and building to the full laboratory automation solution OR about how BC did a needs assessment and helped them become more efficient.]

Beckman Coulter's support, however, goes beyond the laboratory. Our web site provides tools and information to enhance every aspect of your day-to-day laboratory operations and even help you meet the stringent clinical lab accreditation requirements. We've also enhanced our customer's ability to communicate with us, and we include the customer's voice into our decision-making processes.

[Testimonial perhaps from a longstanding customer that talks about why been a customer for so long – customer service/support]

Our strong financial position in the biomedical marketplace allows us to fund a hefty research and development investment in such areas as: clinical chemistry systems, laboratory automation, hematology, immunodiagnostics and primary care diagnostics. Our goals are to expand test capability, increase test throughput and further enhance the automation of the total sample-testing process.

This R&D investment also allows us to deliver on our company-wide commitment to exceed client expectations... to anticipate your future needs with new and innovative technologies... to grow with you as your challenges increase and your work volumes expand.

We are also leveraging our understanding of the biomedical testing continuum to speed the process of converting esoteric testing outputs — from genomics, proteomics and cellular analysis — into clinical applications and, eventually, routine patient care.

**[CONCLUSION]**

But beyond this, Beckman Coulter is dedicated to helping to propel humankind into the far reaches of the future...

To a world in which genetic diseases and birth defects are treated in vitro...

To a world in which medical tests are no longer invasive, but are done through hand-held, external scanning devices...

To a world in which major diseases, such as cancer, heart disease and diabetes, have been eradicated.

It is this visionary ambition that drives Beckman Coulter on to greater achievements and more cutting-edge innovations day after day.

Who knows; someday, somewhere, researchers using Beckman Coulter systems will finally find that elusive cure for the common cold.