

VFX

- 1. Image/video appears with curved orange cutout. CKD copy fades in and out.

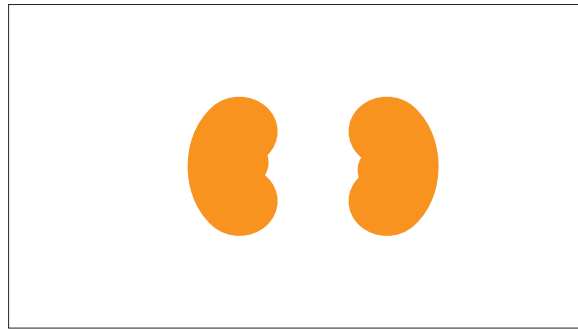
VISUAL



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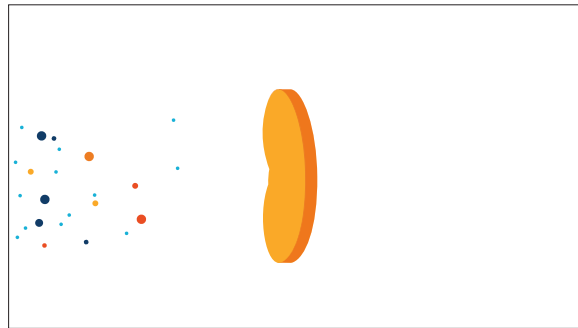
People with certain common conditions, such as high blood pressure and/or diabetes, are often at risk for developing chronic kidney disease, or CKD. If you're at risk for, or have recently been diagnosed with, CKD, you probably have a lot of questions.

- 2. The screen turns white and 2 kidneys appear.



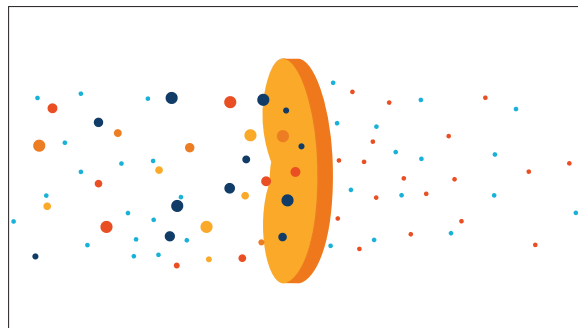
Before we talk about CKD, let's talk about the kidneys and what they do.

- 3. One kidney remains and rotates. Dots of varying sizes move toward the kidney.



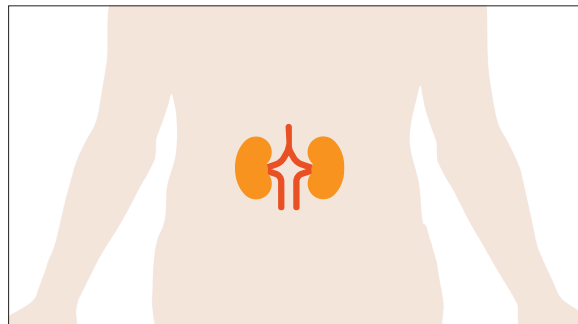
Your kidneys play a big role—they are your body's filtration system.

- 4. Only the smaller dots pass through the kidney.



Your kidneys filter your blood and remove extra water and waste in the form of urine. This allows them to balance important salts and minerals in your blood and help control your blood pressure.

- 5. The kidney rotates to a front view and the other kidney appears. The renal vein and renal artery appear and a body materialises.

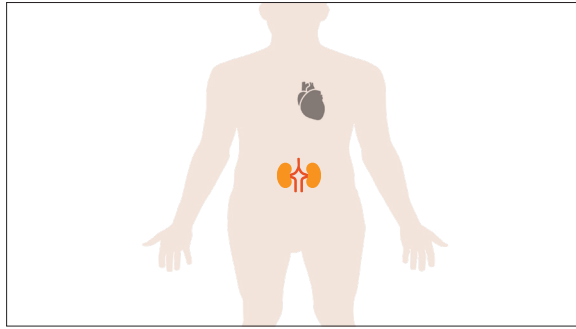


It's important you do all you can to take care of your kidneys because they do not easily recover from damage and disease...

**VFX**

6. Camera zooms out to show the heart.

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and your kidneys' function affects many other organ systems in your body, including your heart.

7. Camera zooms into the kidneys and the screen fills with orange. Then the image/video appears behind the orange cutout.



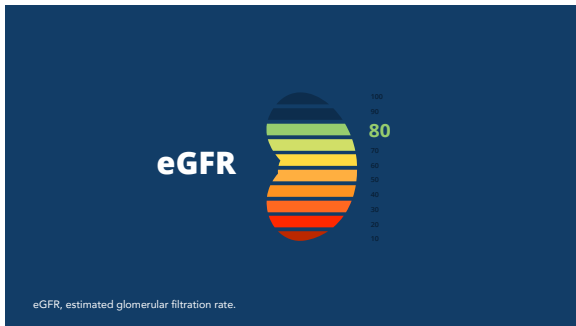
When your doctor observes signs that you've lost a certain amount of kidney function, and these signs are present for 3 months or more, this is known as CKD.

8. Screen turns blue and icons animate.



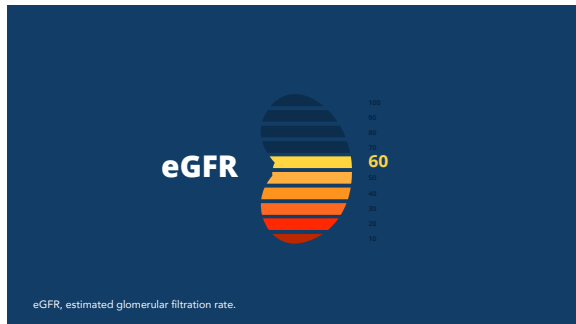
In order to diagnose you with CKD, your doctor needs to measure your kidney function. This generally happens through a blood test, but your doctor may also order a urine test to measure kidney damage.

9. Dark blue fills screen, then a kidney/gauge appears. Inside it, bands of green, yellow, orange, and red fill in, then gradually darken from the top into the background. Numbers representing kidney function remaining show on the right of each band.



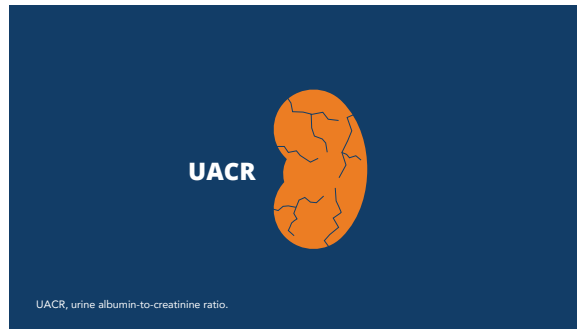
The blood test measures estimated glomerular filtration rate, or eGFR, which is a scale ranging from greater than 100 to zero that indicates how much kidney function remains. A higher number is better—normal eGFR in adults is at least 90.

10. The bands stop darkening at the 60% mark.



When eGFR starts to drop below 60, that is considered Stage 3 CKD. Stage 5 is the most severe.

11. Kidney fills with orange and cracks form.



The urine albumin-to-creatinine ratio, or UACR, is a urine test that shows approximately how damaged your kidneys may be by showing if albumin, or protein, is leaking from the kidneys. Your body needs protein, but it should be mainly in your blood, with very little in your urine.

12. More cracks appear in kidney.



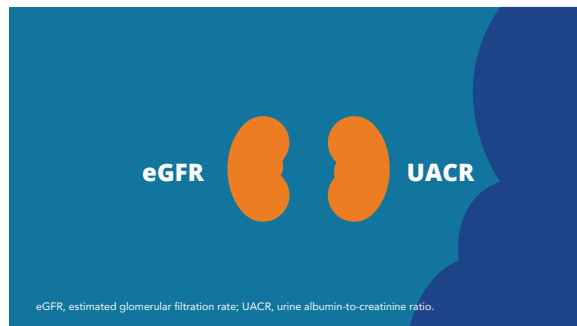
For this test, a score of 30 or more indicates the presence of kidney damage, while a score of 300 or more indicates severe damage.

13. Cracks disappear and the background turns light blue. The other kidney appears. A magnifying glass moves over the kidneys.



To keep an eye on how well your kidneys are filtering your blood, your doctor should periodically monitor your eGFR and UACR.

14. Labels appear—first eGFR, then UACR.



Knowing your numbers for both kidney function and damage are important to help track how your kidneys are doing.

15. The background changes to orange, while the kidneys turn white and grow.

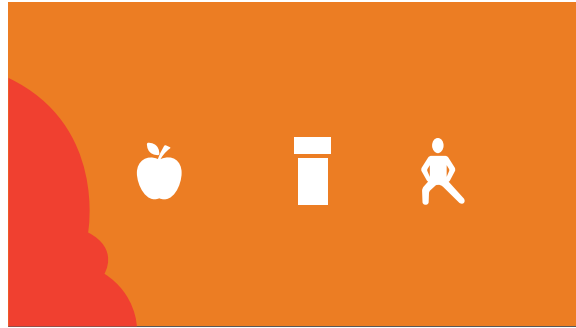


There are lots of things you can do to help prevent your CKD from getting worse!

**VFX**

16. Three icons appear and animate.

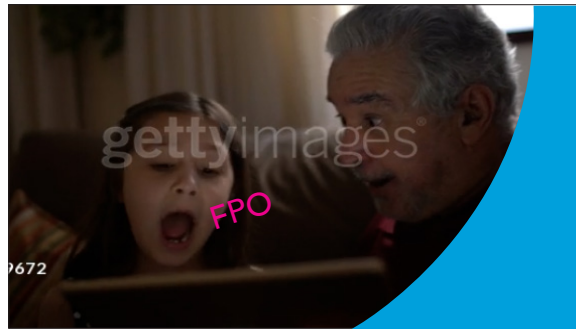
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Losing weight, eating a healthy diet, exercising, stopping smoking, and taking the medication your doctor prescribes are some simple steps you can take.

17. The background turns blue before the image/video appears with the blue cutout.



And, for people living with high blood pressure and/or diabetes, who are at a higher risk for CKD, steps like these are extra important.

18. Image/video appears with an orange cutout.



When you're living with CKD, being proactive is key. Make sure you visit your doctor regularly...

19. Image/video appears with a blue cutout.



to learn and keep track of your kidney numbers. It's a great way to stay on top of your kidney health.

20. The CKD call-to-action builds.



Check your risk factors.

Know your kidney numbers.

Discuss with your doctor.

- 21. ERA logo, PCDE logo, AZ logo, and end matter fade in and out. Screen fades to black.

