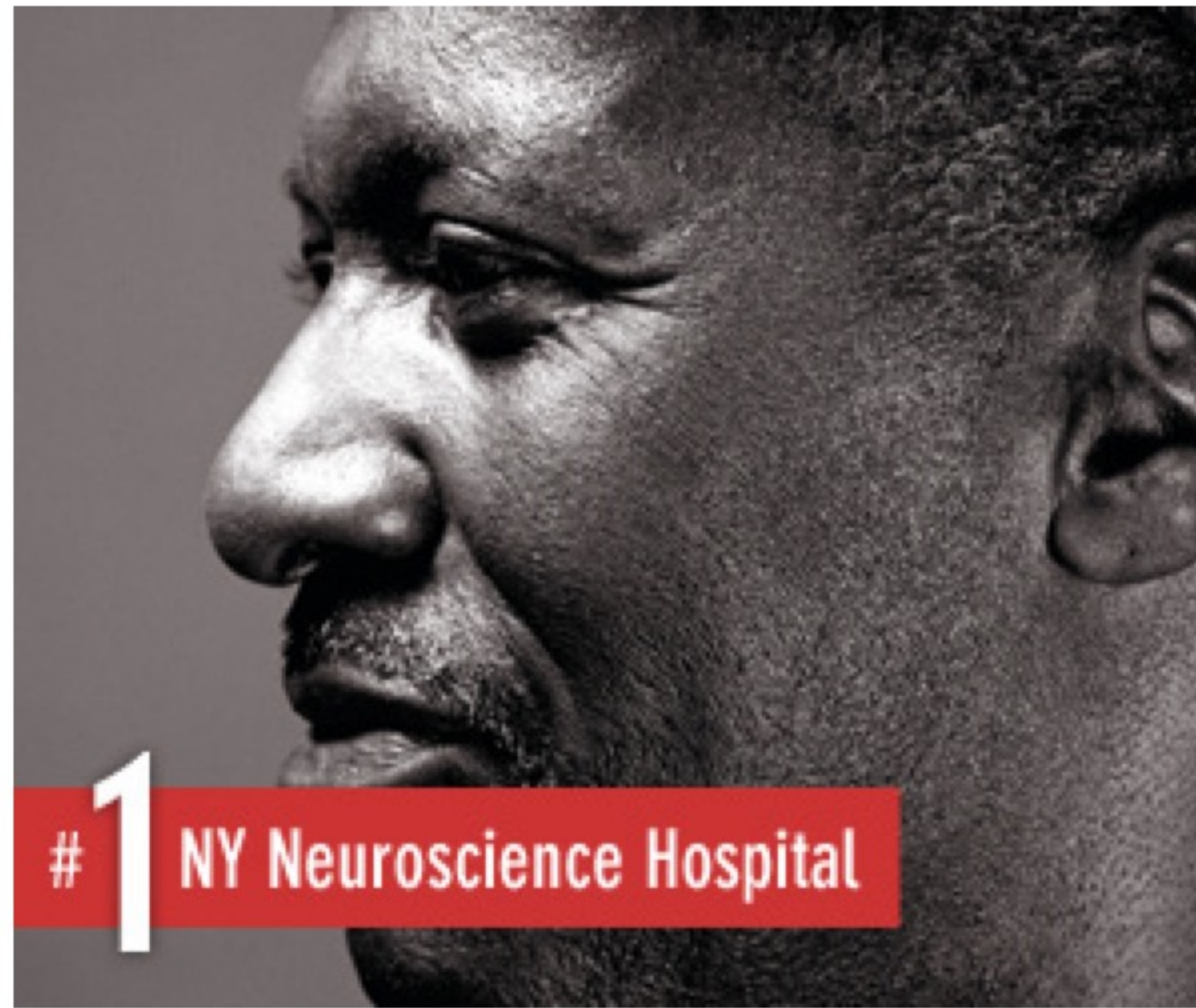




1.  
Open on a candid close-up of a person. A red copy block starts to unfurl on the bottom left.]



2.  
[The red copy block continues to unfurl and copy appears.]  
**#1 NY Neuroscience Hospital**



3.  
[First block of copy fades out. A second red copy block appears in the middle left, in the same way as the prior one, the image of the person in the background cross-dissolves to a new face.]  
**#1 NY Neurology Hospital**





4.  
[Second block of copy fades out. A third red copy block appears in the top left, in the same way as the prior one. At the same time, the image of the person in the background cross-dissolves to another new face.]  
#1 NY Psychiatry Hospital

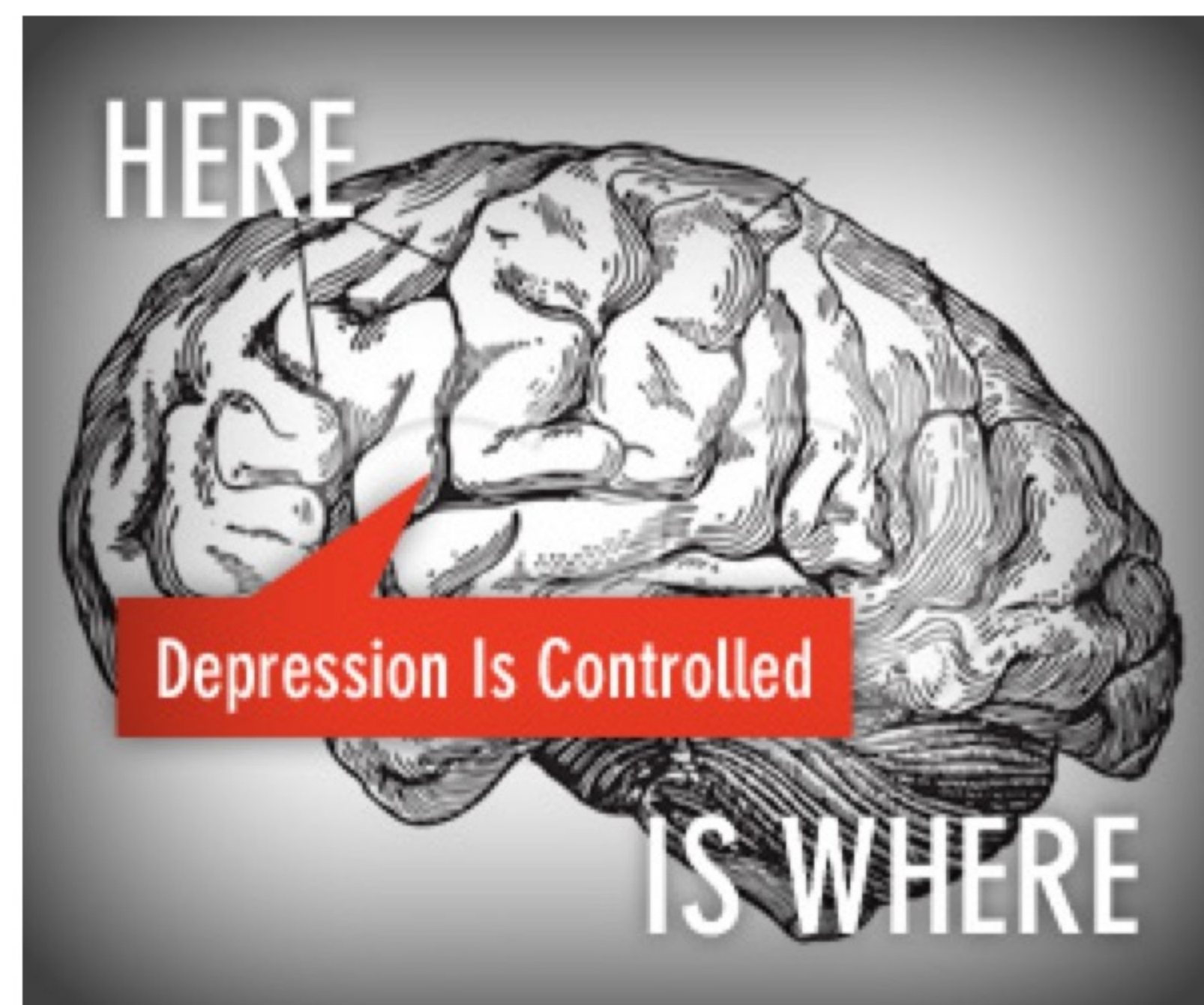


5.  
[Third block of copy fades out. The larger main copy block appears across the top, along with the following copy. It is separated with a dividing line between "area" and "start at the top." The NYP logo and start here CTA appear and remain throughout.]  
For the best brain health services in the New York area,  
START AT THE TOP.



6.  
[The phrase "start at the top" then swipes from right to left, replacing the beginning part of the sentence, "for the best brain health services in the New York area." The following copy then appears on the right, separated by a dividing line.]  
New York's #1 Neurology, Neurosurgery & Psychiatry Services





1.  
Open on a simple line art image of a brain. The words, "HERE IS WHERE" appear prominently around the brain. A red call out block then appears, pointing to a specific region of the brain. Within the call out block is the following copy:  
Depression is managed.

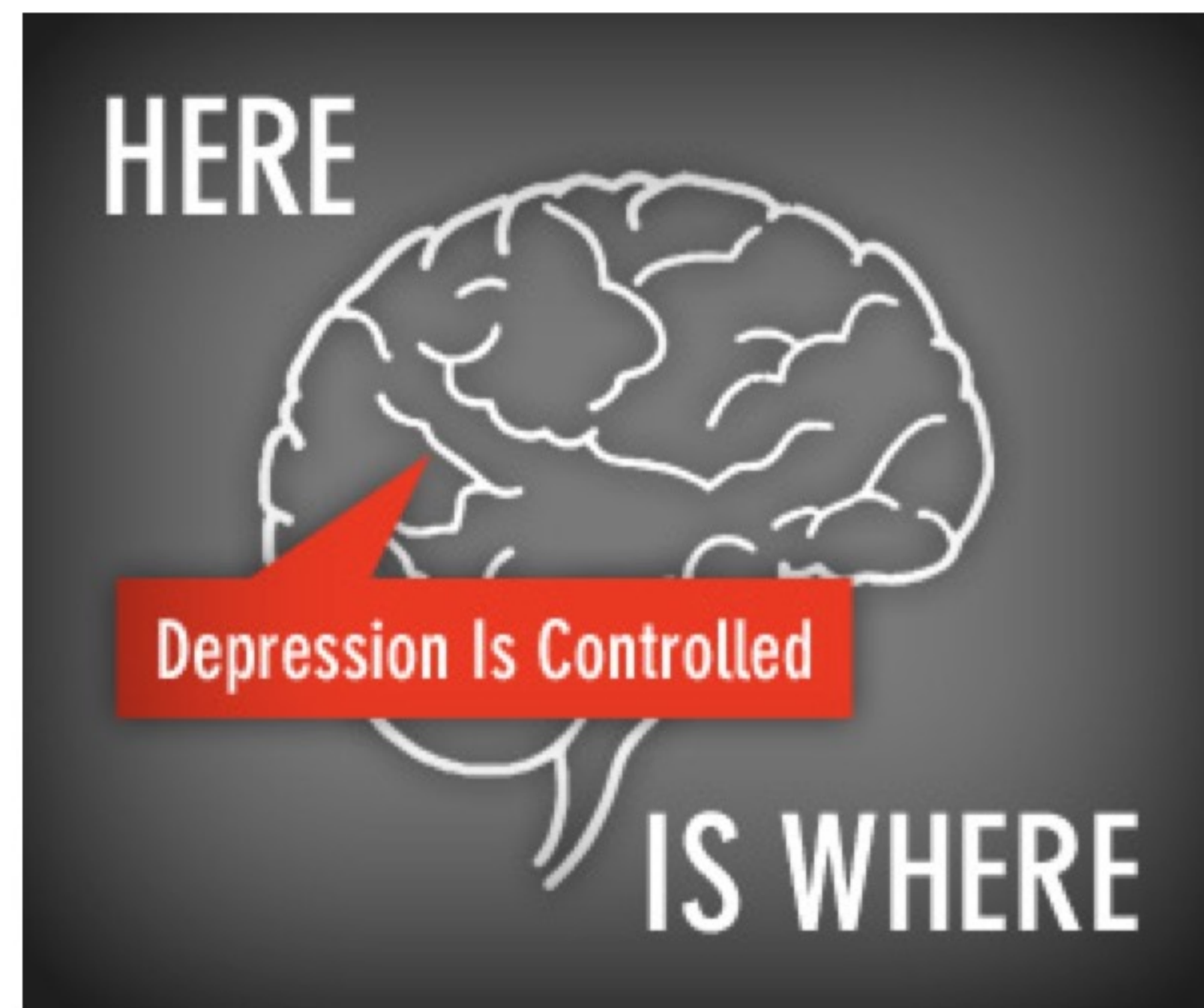


2.  
The brain image and the words, HERE IS WHERE remain. The first call out block fades out. A second appears, pointing to a different region of the brain. Within it is the following copy:  
Memory disorders  
Memory disorders are treated.



3.  
The brain image and the words, HERE IS WHERE remain. The second call out block fades out. A third appears, pointing to a different region of the brain. Within it is the following copy:  
Brain trauma is alleviated.

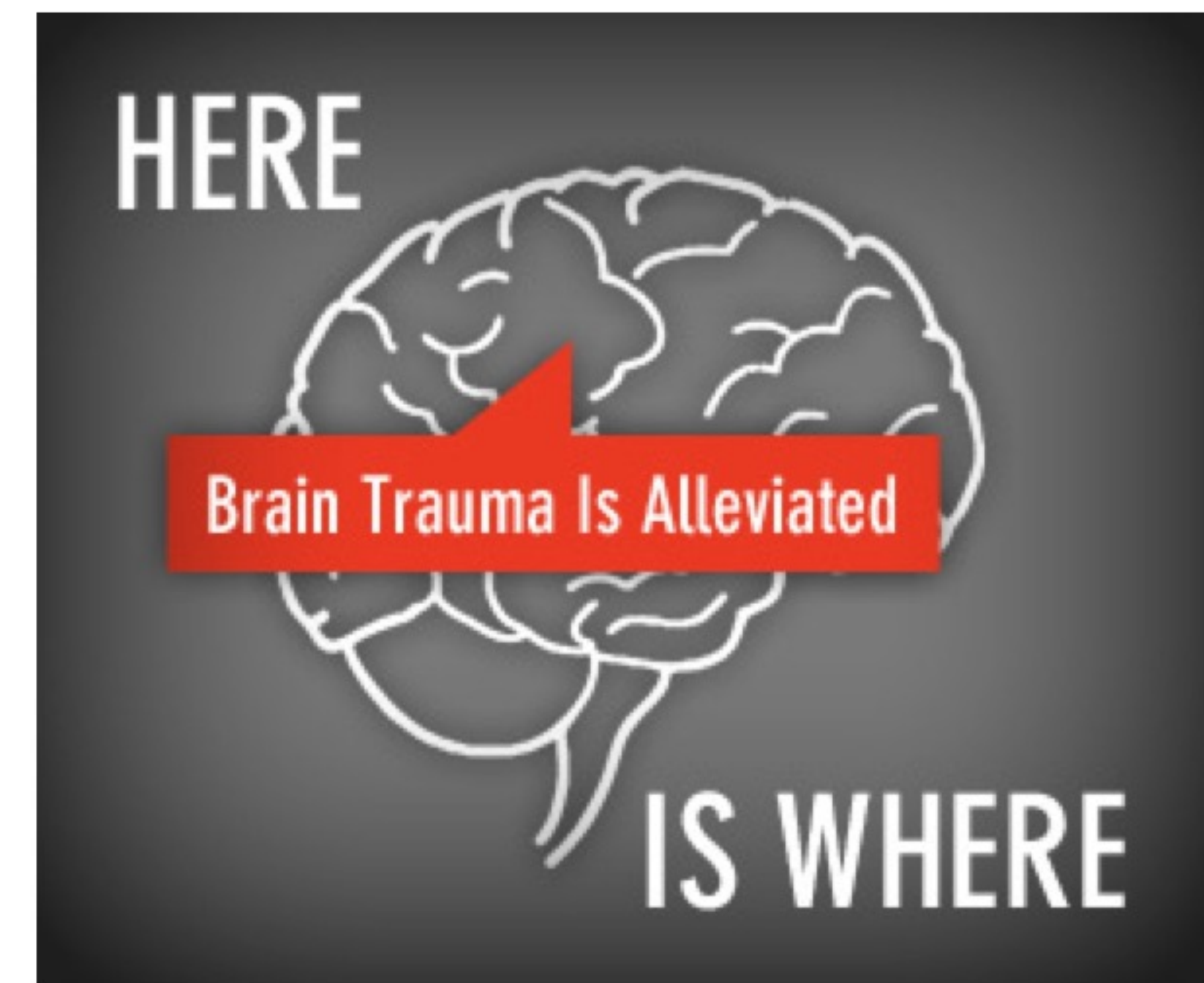




1. Open on a simple line art image of a brain. The words, "HERE IS WHERE" appear prominently around the brain. A red call out block then appears, pointing to a specific region of the brain. Within the call out block is the following copy:  
Depression is managed.



2. The brain image and the words, HERE IS WHERE remain. The first call out block fades out. A second appears, pointing to a different region of the brain. Within it is the following copy:  
Memory disorders  
Memory disorders are treated.



3. The brain image and the words, HERE IS WHERE remain. The second call out block fades out. A third appears, pointing to a different region of the brain. Within it is the following copy:  
Brain trauma is alleviated.