

Post Office Animation – Video Transcript

This video is an infographic, purple text and simple illustrations on a plain white background. It is accompanied by calm, cheerful music.

On-screen text reads:

What causes anemia? It might help to think of your bloodstream as a postal system.

A graphic appears below the text.

An illustration of a post office pops up, labelled “bone marrow”. Then a stick figure of a mail carrier pops up, labelled “red blood cells (RBC)”. Next, a small box with the chemical symbol O_2 on it pops up, labelled “hemoglobin and oxygen (O_2)”. Finally, a second stick figure labelled “your body's tissues and organs” pops up.

The graphic shifts to an enlarged version of the post office. A small sign shaped like an arrow next to the building reads “outgoing mail”.

This is bullet point 1

On-screen text reads:

When the postal system is operating smoothly, your bone marrow is like the post office and the red blood cells are the mail carriers.

Animation:

The mail carrier exits the building carrying a package with the symbol O_2 on it.

Bullet point 2

On-screen text reads:

Hemoglobin are packages that are filled with oxygen. The mail carrier's job is to deliver the packages.

Animation:

The mail carrier hands the package to the second stick figure. A red check mark appears

above the package.

Bullet point 3

On-screen text:

In MDS-related anemia, there are not enough mail carriers to deliver the packages. When the packages don't get to their destination, you may feel tired, weak, forgetful, or unable to finish daily tasks.

Animation:

A help wanted sign goes up over the window of the post office. No mail carrier appears, and a question mark appears over the second stick figure.

The stick figure shrugs. Several question marks appear above their head.

The graphic fades out.

A logo appears. Purple text accompanied by three small purple circles. REBLOZYL®.

Luspatercept-aamt. For injection, 25 milligrams and 75 milligrams.

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The song slows to a finish, and the video ends.