

## Radio Scripts

### **:15 Radio Ad Script**

Are you getting the quality healthcare you need? [INSTITUTION] wants to connect you with physicians who can be trusted and who are dedicated to helping you address your medical conditions.

[VARIABLE CTA] Contact your doctor to share your symptoms.

[VARIABLE CTA] Visit [INSTITUTION WEBSITE] for resources specific to your medical condition and instructions for being proactive.

### **:30 Radio Ad Script**

Have you been feeling off? Or had the thought that your health might be suffering? Don't ignore the signs, and don't wait until it's too late. It's important to prioritize your health. [INSTITUTION] is here to help. Our staff members are easy to speak with, care about listening to your concerns and are committed to doing everything they can to help you in your healthcare journey.

[VARIABLE CTA] Contact your doctor to share your symptoms.

[VARIABLE CTA] Visit [INSTITUTION WEBSITE] for resources specific to your medical condition and instructions for being proactive.

### **:60 Radio Ad Script**

Have you ever felt that your health condition doesn't matter as much because of how you look, where you live, your financial status or your background? You're not wrong, and you're not alone. Many people in your situation aren't getting the healthcare they need. [INSTITUTION] is here to help you. Our staff is committed to helping you as you move through your healthcare journey. They will listen, answer your questions and connect you with the care you need. Start having conversations with your doctor and get access to the resources and educational tools specific to your condition, that will help get you started. It's time to prioritize your health, alongside an organization that truly cares about your outcomes—to make a positive difference in your health.

[VARIABLE CTA] Contact your doctor to share your symptoms.

[VARIABLE CTA] Visit [INSTITUTION WEBSITE] for resources specific to your medical condition and instructions for being proactive.

### **[Variable intro statements for radio scripts]:**

VARIABLE INTRO 65+ age groups]: It's never too late to prioritize your health.

[VARIABLE INTRO #1]: There are doctors out there who will listen and treat you in a way that makes you comfortable and aligns with your beliefs.

[VARIABLE INTRO #2]: Think your health doesn't matter? It does. It matters a lot.

[VARIABLE INTRO #3]: How long have you been ignoring the lousy way you feel?

[VARIABLE INTRO #4]: Looking for healthcare you can count on?

[VARIABLE INTRO #5]: There are doctors out there who truly care about you and want to help you with your medical conditions.