

Bowl and Chain Campaign Radio Ad Option 2
Boston Scientific Hospital Promotion Kit
:30 Radio (:25 Pre-recorded, :5 for customization)

PRE-RECORDED

SFX:

Toilet flushing, clinking of chains and a jail cell slamming
(music up and under)

ANNOUNCER:

Have the side effects of an enlarged prostate, or BPH, sentenced you to the bowl and chain?
Frequent urination and feeling of incomplete bladder emptying are common symptoms—and
both may keep you bound to the bathroom.

Laser therapy may be the key to unlock your chain. If you're taking medication for BPH and it
isn't working, it may be a solution for you.

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HOSPITAL CUSTOMIZATION

[HOSPITAL NAME] proudly offers BPH laser therapy. Learn more at [HOSPITAL URL].