

His Prostate Your Problem Campaign Radio Ad Option 1
Boston Scientific Hospital Promotion Kit
:30 Radio Script (:20 pre-recorded, :10 for customization)

PRE-RECORDED

WOMAN (yawning, tired sounding):

Really? Another trip to the bathroom?

ANNOUNCER:

Is his enlarged prostate becoming your nightly problem?

Rest easier with GreenLight™ Laser Therapy, a minimally invasive procedure for BPH.

HOSPITAL CUSTOMIZATION

ANNOUNCER:

Think your partner has an enlarged prostate? Have him take [HOSPITAL NAME]'s online assessment available at [HOSPITAL URL].

OR

ANNOUNCER:

Attend a FREE seminar on [DATE] at [HOSPITAL NAME]. Visit [HOSPITAL URL] for more information.

LEGAL (PRE-RECORDED)

The GreenLight Laser System is intended for removal of soft tissue, including vaporization of the prostate for BPH. Potential risks include irritative symptoms, bleeding, retrograde ejaculation, and urinary tract infection.

All trademarks are the property of their respective owners.

URO-395434-AA DEC 2016