

His Prostate Your Problem Campaign Radio Ad Option 2
Boston Scientific Hospital Promotion Kit
:30 Radio Script (:25 pre-recorded, :5 for customization)

PRE-RECORDED

SFX:

Sleep sounds: Light snoring, breathing, a little grumbling

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:

[HOSPITAL NAME] proudly offers GreenLight Laser Therapy. Learn more at
[HOSPITAL URL].

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.

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