



PCI Therapy Awareness Radio Ad Scripts

0:45 VERSION (PARK)
VO WORDCOUNT: 133

SOUND

Brief intro: sounds of kids playing at the park (excited voices, shouts, laughter cheers; birds, wind through leaves). Fade out at VO.

VO #1—PATIENT VOICE

I haven't been able to play with my grandkids in the park since I was diagnosed with coronary artery disease. The blockage in the arteries to my heart really slowed me down.

My heart medication helped with some symptoms. But it didn't open the blockage.

And for me, heart bypass surgery wasn't the answer.

VO #2—NARRATOR

There's a minimally invasive procedure called PCI, sometimes referred to as angioplasty, that can get you back to living the life you want. PCI—or percutaneous coronary intervention—can open up your arteries to restore blood flow.

And new advances in PCI technology have made it a possibility for people who may have been told there were no other options.

SOUND

Park play sounds fade back up.

VO #1—PATIENT VOICE

After my PCI, I'm back with my grandkids in the park!

SOUND

Park play sounds fade out.

VO #2—NARRATOR

Talk to an interventional cardiologist to find out if PCI might be right for you. Call [hospital name and phone #] or visit [hospital website] today.



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1:00 VERSION (FISHING)
VO WORDCOUNT: 176

SOUND

Brief intro: water and nature sounds (waves lapping; splash, whine and whizzing of fishing reel). Fade out at VO entrance.

VO #1—PATIENT VOICE

I love fishing. But I haven't been out on the water since I was diagnosed with coronary artery disease. I've been tired, I can't catch my breath, and I've had tightness in my chest. My doctor said that was from blockage in the arteries to my heart.

My heart medication helped some. But it didn't open the blockage.

And for me, heart bypass surgery wasn't the answer.

VO #2—NARRATOR

There is still have an option! There's a minimally invasive procedure called PCI, sometimes referred to as angioplasty, that can get you back to living the life you want. PCI—or percutaneous coronary intervention—can open up your arteries to restore blood flow.

And new advances in PCI technology have made it an option for people who may have been told there were no other options. Even if you can't have a bypass. Even if you have total blockage. And especially if you aren't feeling better with medication.

SOUND

Water/nature sounds fade back up.

VO #1—PATIENT VOICE

After my PCI, I'm back on the water every Saturday!

SOUND

Water/nature sounds fade out.

VO #2—NARRATOR

Talk to an interventional cardiologist to find out if PCI might be right for you.
Call [hospital name and phone #] or visit [hospital website] today.