

Sample Radio Public Service Announcements (PSAs)

Script 1:

Question: Do you know that there are 125,000 solutions to the primary care shortage facing the United States today?

Answer: Yes - the 125,000 nurse practitioners who have been providing primary care in the United States for more than 45 years.

NPs as they are known, are proven expert patient-centered clinicians and the healthcare provider of choice for many people because of their unique combination of medical and nursing expertise and skills.

NPs diagnose and treat acute and chronic conditions such as diabetes, high blood pressure, infections and injuries; they order, perform, interpret and supervise diagnostic tests such as lab work and x-rays; and they prescribe medications and other treatments. In addition, NPs partner with their patients, providing health education and counseling, thus guiding patients to make smarter health and lifestyle choices, which ultimately may lead to reduced healthcare costs.

November 8 – 15 is National NP Week. If you're already seeing an NP, please take a moment this week to say thanks. If you are not already seeing one, visit www.npfinder.com to locate an NP in your area. You'll be glad you did.

Your Partner in Health – the NP

Script 2:

Looking for an experienced healthcare provider - one who spends time with you, providing both high-quality care and health counseling? Now you can find that perfect provider by going to www.npfinder.com. More and more people are choosing nurse practitioners (or NPs) as their primary, acute and/or specialty healthcare provider.

NPs partner with their patients - assisting them in making better lifestyle and healthcare decisions. NPs are different from other healthcare providers - they focus on the whole person when treating specific health problems and they educate their patients on the effects those problems will have on them, their loved ones and their communities.

Find out for yourself how an NP can be your partner in health. Visit www.npfinder.com to locate an NP in your area. You'll be glad you did.

Your Partner in Health – the NP

Script 3:

Do you know where to turn when your child is sick? When you're planning a family? For health education? When your parents need care? Turn to a nurse practitioner. An NP diagnoses, treats, prescribes and manages medications and treatments and provides a wide range of preventive and acute healthcare services to individuals of all ages.

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Your Partner in Health – the NP

Script 4:

Does your healthcare provider examine, diagnose, prescribe, treat, counsel and educate – all in a way that is caring and dependable for you and your family? NPs do all this and more! NPs are dedicated professionals who provide high-quality, cost-effective, personalized healthcare to diverse populations in rural and urban settings.

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Your Partner in Health – the NP

Script 5:

At one point or another in our lives we all find ourselves in need of healthcare assistance, so please take a moment and listen to this message.

Did you know that a nurse practitioner can examine, diagnose, prescribe, treat, counsel and educate you on healthcare needs? NPs provide caring, quality healthcare for individuals and families – people of all ages.

If you're already seeing an NP, please take a moment during this National NP Week to say thanks. If you are not already seeing one, visit www.npfinder.com to locate an NP in your area. You'll be glad you did.

Your Partner in Health – the NP

Script 6:

A child with a broken arm, an elderly woman who is having trouble breathing, a student suffering from depression, a young couple planning a family. What do all these people have in common? Each one can receive healthcare services from a nurse practitioner. NPs provide expert healthcare for individuals and families – patients of all ages. They offer professional and caring services to manage health and treat illness.

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Your Partner in Health – the NP

Script 7:

Another cold and flu season is upon us and it's important to know what precautions you can take to stay healthy. For expert health education and other healthcare needs, ask to see a nurse practitioner the next time you have health-related concerns. An NP can examine, diagnose, prescribe, treat, counsel and educate you on a multitude of healthcare topics and concerns.

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Your Partner in Health – the NP

Script 8:

Did you know your baby begins learning language from the first moment she hears your voice? That's why it's so important that she's checked for hearing loss in the first days after her birth –even before the two of you leave the hospital. If you have questions about your baby's hearing and the newborn hearing screening test, ask your nurse practitioner.

Your NP understands how important your baby's hearing is and can explain how the screening works. And, if there is a problem, your NP can help you find the resources you'll need. The earlier you find out about hearing loss, the better your baby's chances are of learning the language that will help her succeed in life. So, ask your NP about newborn hearing screening today.

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Your Partner in Health – the NP