

Medicare Benefits and Controlling Your Diabetes



Radio Public Service Announcements

“ Good News”

In this spot, a mature adult woman calls her friend with some good news about new Medicare benefits. The listeners are engaged because they both have diabetes.

Good News :30 seconds

Woman 1: *(ringing phone)* Hello?

Woman 2: Hi, Laura. I've got good news. Medicare will now help us pay...

Woman 1: *(interrupts her)* For our diabetes equipment and supplies... like glucose monitors, test strips and lancets.

Woman 2: That's right. I learned about it by calling 1-800-438-5383. How did you know?

Woman 1: The Internet – www.medicare.gov. What's that number again?

Woman 2: 1-800-438-5383. *(admiring)* The Internet? Laura, you're really something.
(They laugh)

FADE OUT.

Good News :20 seconds

[NOTE: We recommend :20 for the short spot]

Woman: My friend Stella calls me and says, “Medicare now helps pay for diabetes equipment and supplies to test my blood sugar.” She called 1-800-438-5383. I checked the Internet at www.medicare.gov. We're both smart about controlling our diabetes.