

## Proposed Print / Digital Scripts – *Weight Loss Testing*

### **Obesity is not a choice.**

Obesity is a treatable chronic disease.

Obesity is the most prevalent chronic disease in the United States.

There are safe and effective weight loss medications.

**Weight Loss Testing** is a series of steps designed to determine whether you qualify for a medically supervised weight loss program.

Lab testing is an important part of this process, but the very first step would be for you to complete an online screening questionnaire.

Every successful journey begins with the first step.

Please visit [WeightLossTesting.com](http://WeightLossTesting.com)

Click [Do I qualify?](#) and complete the questionnaire to get started now!

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### *Short version*

**Weight Loss Testing** is a series of steps designed to determine whether you qualify for a medically supervised weight loss program.

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**This campaign should only be used to refer consumers to those who provide virtual care with real-time video visits and ongoing monitoring.**

**The campaign should not be used to generate leads for programs that are primarily focused on pumping out scripts for anti-obesity drugs and offer nothing more than an asynchronous text messaging platform as an exiguous form of telehealth.**

**If Sequence continues to be the referred program, Sequence might be able to offer WeightWatchers members the option of adding body composition testing to the initial evaluation and monitoring protocol if WW's IRL venues can accommodate this service.**

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**Proposed Radio Script – 30-second spot**

This is Dr. Excellent Care with an important message about weight loss testing.

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To learn more...

Visit [WeightLossTesting.com](https://WeightLossTesting.com) or call **1-800-GET-TESTED®** and listen to the recorded message.

Just call **1-800-GET-TESTED®** and listen!

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**NOTE:**

Radio listeners, the vast majority of whom are driving, are far more likely to make a quick phone call at a stopping point than they would be to access the internet and read, listen to and/or view digital content at the "motivated moment" of exposure to a broadcast message.

First time callers who call 1-800-GET-TESTED® from a text-enabled device currently receive the following text message as soon as the call disconnects:

**Thank you for calling! To see if you qualify for the best medically supervised weight loss program we have ever found, please visit [WeightLossTesting.com](https://WeightLossTesting.com)**

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