

“What it meant to me”

A direct response ad to encourage new ultrasound patients in the clinic

(Cut in, hospital room)

Patient 1: “It started as a little discomfort”

(Hospital room)

Patient 2: “I was getting changed and, I felt a lump”

(Closet with mirror)

Patient 3: “The baby stopped kicking, completely”

(Nursery, baby’s room)

Patient 1: “Soon I couldn’t eat, couldn’t work right, couldn’t bend over without pain”

(Shadowed patient, uneaten food at empty table)

Patient 2: “I couldn’t stop obsessing, I stayed up all night thinking ‘what if’ ”

(Bedside table with clock, 3 A.M.)

Patient 3: “So I called the Wyandotte Clinic”

(Clinic front doors)

Patient 1: “They saw me within the week”

(Patient 1 walking up to counter, filling out intake form)

Patient 2: “I didn’t have the coverage, I didn’t think I would be seen. That didn’t stop them”

(Dr. Steele speaking to patient 2)

Patient 3: “They saved her”

(Ultrasound of baby’s heartbeat)

Patient 3: “My baby was hypoxic, she wasn’t getting enough oxygen. The ultrasound showed a nuchal cord, the umbilical cord had wrapped around her neck. We took it to our PCC and induced labor, because of the diagnosis she was delivered safely”

(Brief video of stirrups, patient 3 with baby)

Patient 2: “It was terrifying, but a 30 minute visit showed there was nothing to worry about, it was just a small cyst. It feels silly to talk about now, the doctor said to wait a few weeks and it

did go away on its own... But I couldn't afford a mammogram. My worst fear was replaced by good news, that peace of mind was priceless"

(Brief video of tying exam gown, patient 2)

Patient 1: "Gallstones, if you have the gall. Eh? Get it? They worked it out pretty quick, gave me some meds for the pain and to help dissolve the little buggers, and worked out a plan with me to prevent more. Now I'm eating more regularly, lost some weight, and feel healthier than I have since I was in my 20's. They changed my life"

(Brief video of ultrasound gallstone image, patient 1)

Patient 2: "It's fast"

(Patient 2)

Patient 1: "Easy"

(Patient 1)

Patient 3: "Life saving"

(Patient 3)

Dr. Steele: "The Wyandotte Clinic was founded for the health of our patients, and we're offering new ultrasound services to make good on that goal. Make an appointment today, don't take the risk of waiting too late. "

(Dr. Steele in ultrasound room)