



NKDEP

National Kidney Disease
Education Program

Transcripts of Full Recorded PSAs

DOCTOR'S ADVICE :60 RADIO

Do not air before May 15, 2004

No Kill Date

SFX DOCTOR'S OFFICE AMBIENCE

PATIENT Okay then, Dr. Carter, thanks a lot. I'll see you next time.

DOCTOR Alright, Mr. Stewart. Now remember... keep taking your pills...every day!

(PAUSE)

Mr. Stewart is one of my patients. He's got high blood pressure, so we talked about how that also puts him at risk for kidney disease.

Kidney disease doesn't have any real warning signs.

But if you have high blood pressure or diabetes, or a family member with kidney failure, you're at risk.

So now Mr. Stewart gets simple testing done for kidney disease when he comes in.

He's lucky – and smart. Because if you don't get checked for kidney disease now, you could be on the waiting list for a kidney transplant later.

ANNCR If you have diabetes or high blood pressure, or a family member with kidney failure, ask your doctor or healthcare professional to test you. For a free brochure, call toll-free 1-866-4-KIDNEY. Because you have the power to prevent kidney disease.

Sponsored by the U.S. Department of Health and Human Services,
National Institutes of Health, National Kidney Disease Education Program.

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DOCTOR'S ADVICE :30 RADIO

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SFX DOCTOR'S OFFICE AMBIENCE

PATIENT See you next time, Dr. Carter!

DOCTOR Alright, Mr. Stewart! Keep taking your pills!

(PAUSE)

Mr. Stewart is one of my patients – a smart one.

He's at risk for kidney disease, so he gets simple testing done.

Because kidney disease doesn't have warning signs.

But if you have diabetes or high blood pressure, or a family member with kidney failure, you're at risk.

So get tested. Because you have the power to prevent kidney disease.

ANNCR Sponsored by the U.S. Department of Health and Human Services,
National Institutes of Health, National Kidney Disease Education Program.

National Kidney Disease Education Program

You Have The Power To Prevent Kidney Disease

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U.S. Department of
Health and Human Services



National Institutes
of Health



National Institute of Diabetes
& Digestive & Kidney Diseases

The National Kidney Disease Education Program is an initiative of the National Institutes of Health