**Toolkit #1- Confidence Campaign**

**:20 - :22 Donut Video Script (Customizable tag)**

The last 5 to 10 seconds will be tagged with the organization’s name and website URL. Legato Healthcare recorded the spot with voice talent, and the MP4 file is available for tagging locally or by the rural health organization’s local radio station. This recording is the audio track for the video.

**ANNCR:**

AS A RURAL HOSPITAL, WE BELIEVE THAT CARING FOR YOU AND YOUR FAMILY IS FAR MORE THAN OFFERING QUALITY HEALTHCARE AND STATE-OF-THE-ART SERVICES.

OUR COMMITMENT TO YOUR HEALTH IS BUILT UPON THE FOUNDATION OF NEIGHBORS HELPING NEIGHBORS—AND INSTILLING CONFIDENCE SO YOU CAN TRUST THAT COMPASSIONATE CARE—PROVIDED BY PEOPLE WHO ARE DEDICATED YOU AND THIS COMMUNITY—IS ALWAYS NEAR.

NOW THAT’S SOMETHING WE CAN ALL BELIEVE IN.

:8-10 second tag

WE’RE <**CUSTOMIZE WITH HOSPITAL NAME>.**LEARN MORE AT **<HOSPITAL NAME.COM>**

**:30 Radio Script (Script provided within the toolkit)**

This script that can be customized with the organization name, services and a CTA to their website.

**ANNCR:**

AS A RURAL HOSPITAL, ***<CUSTOMIZE WITH HOSPITAL NAME>*** BELIEVES THAT CARING FOR YOU AND YOUR FAMILY IS FAR MORE THAN OFFERING QUALITY HEALTHCARE AND STATE-OF-THE-ART SERVICES.

OUR COMMITMENT TO YOUR HEALTH IS BUILT UPON THE FOUNDATION OF NEIGHBORS HELPING NEIGHBORS—AND INSTILLING CONFIDENCE SO YOU CAN TRUST THAT COMPASSIONATE CARE IS ALWAYS NEAR. FROM ***<SERVICES>*** TO ***<SERVICES>*** AND ***<TECHNOLOGY>*** TO ***<SERVICES>***, WE’RE DEVOTED TO DELIVERING A PATIENT EXPERIENCE THAT’S AMONG THE VERY BEST.

THAT’S SOMETHING WE CAN ALL BELIEVE IN.

**<CUSTOMIZE WITH HOSPITAL NAME>.** LEARN MORE AT **<HOSPITAL NAME.COM**