

## **Marketing Talking Points**

Nov.12 2019

### **Initial Talking Points -- Open the Conversation**

- Personal stories

### **Talking Points Regarding the Medicare Warning**

- Medicare warning: “Only a doctor you know and trust should order these tests.”
  - We don’t do the test if your doctor doesn’t approve.
- Medicare warning: “You could be billed for thousands of dollars.”
  - We thoroughly verify that either Medicare or your insurance carrier will pay the entire cost. You won’t have to pay.

### **Additional Points**

- [Additional screening for coronary artery disease.](#)