

## Dignity Health Radio Ad Copy

Changes from one to the next are in red font.

### 1. LONGER CTA

We know you're a unique individual with unique needs. That includes your spine **and** your back pain.

At Dignity Health, we offer spine care for **every** back. From non-surgical therapies to advanced surgical solutions, we've got your entire spine covered. And with two Spine Centers of Excellence in Sacramento, your personalized treatment plan is easily within your reach.

Find out the condition of your spine today. Take our online health assessment at [Dignity Health dot org, slash Sacramento Spine](https://www.dignityhealth.org/sacramento-spine).

Dignity Health. Hello, human kindness.

(84 words)

---

### 2. SHORTENED CTA

We know you're a unique individual with unique needs. That includes your spine **and** your back pain.

At Dignity Health, we offer spine care for **every** back. From non-surgical therapies to advanced surgical solutions, we've got your entire spine covered. And with two Spine Centers of Excellence in Sacramento, your personalized treatment plan is easily within your reach.

Take our spinal health assessment today at [Dignity Health dot org, slash Sacramento Spine](#).

Dignity Health. Hello, human kindness.

(77 words)

---

### 3. REPEATING CTA

We know you're a unique individual with unique needs. That includes your spine **and** your back pain.

At Dignity Health, we offer spine care for **every** back. From non-surgical therapies to advanced surgical solutions, we've got your entire spine covered. And with two Spine Centers of Excellence in Sacramento, your personalized treatment plan is easily within your reach.

Take our spinal health assessment today at [Dignity Health dot org, slash Sacramento Spine](#). That's [Dignity Health dot org, slash Sacramento Spine](#).

Dignity Health. Hello, human kindness.

(85 words)