

Messaging

- **Audience:**

- SLPs in CA only
- Same Message to all
- CTA: Schedule a call w/ a BD

- **Overall Messaging:**

- Excitement
- "we are now in-networks with Medi-Cal":
- Add content around faster, easier, getting communication into your patients hands quicker (2-days), help you work more efficiently
- Logos?? - yes
- Proof points - add these - Team Supporting you, Trial, Flexibility, Warranty, Support - I think we have wording on this so let's use what we have on the website or the BD presentation pages already vs creating new stuff.

Channels

- Website (In the New Page)
 - PR/Media Outlets
 - Email
 - Social
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- Same messaging for all of these channels
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- Timing - Summary by EOW from Beyrel, they will let us know when we can do live.