**Content for Health Care Provider (HCP) “Elevator Speech”**

*An “elevator speech” is a quick, high-level summary of a program or initiative — something that can be shared in the time it takes to ride an elevator a few floors. It is intended to leave a lasting impression about the program in just a few sentences. Use the elevator speech when you have a short period of time to make an impression or pique someone’s interest — for example, on a prospective Health Care Provider’s (HCP’s) voicemail during outreach, as an introduction at a meeting with a group of HCPs, or preceding your pitch/talking points. Replace yellow highlighted text with information specific to your program.*

**Sample [Organization/Program name] “Elevator Speech”**

[Organization/Program name] is part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC). This proven program can help people with prediabetes and/or at risk for type 2 diabetes make achievable and realistic lifestyle changes and cut their risk of developing type 2 diabetes by 58 percent. [Organization/Program name] is a year-long program with 16 weekly sessions and 6 monthly follow-up sessions with trained lifestyle coaches who empower participants to take charge of their health. Test your patients for prediabetes and recommend the program for those at risk for type 2 diabetes. To learn more, visit: [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention) or [insert local URL].