

THE OPEN DOOR

The 11:00 long-form program — AV script

v1.0 · September 23, 2026 · DRAFT FOR REVIEW — not yet through claims/legal review

Produced runtime	14:00 per language — aired twice to fill the 28:00 block
Of that 14:00	11:00 of program (this script) + the :60 “The Open Door” placed three times (script v5.5, separate board)
On camera	ROSA — the host. One presenter carries the program; the same voice reads the VO passages. No doctors on camera; the provider appears as a chat avatar (DR. ALVAREZ, lab coat).
Standing element	A persistent bar sits across the bottom of every frame of the program: BillyRx logo · response number · billyrx.com · \$125/mo. It never leaves.
Timing	Spoken words: 1397. Timed at 150 words/min for on-camera lines, 162 words/min for VO (the measured pace of the :60 read), plus the graphic builds and holds noted in each row. The program times out at 10:58. See Appendix A.
Language	English master. Spanish is transcreated after English lock and runs 15–25% longer — Segment 5 (the timeline) is where the time gets absorbed.

THE BLOCK — RUNDOWN

Program clock, 0:00 – 14:00. The :60 placements are shaded.

SEGMENT	RUNS	LENGTH	BARRIER REMOVED	WORDS
COLD OPEN	0:00 – 0:40	:40	<i>The problem, stated before any branding</i>	79
SHOW OPEN	0:40 – 1:00	:20		31
SEGMENT 1 · THE NUMBER	1:00 – 2:15	1:15	<i>I can't afford it.</i>	160
SEGMENT 2 · NO INSURANCE	2:15 – 3:30	1:15	<i>I don't qualify.</i>	172
:60 COMMERCIAL · PLACEMENT 1	3:30 – 4:30	1:00	"The Open Door" :60 — script v5.5	
SEGMENT 3 · NO NEEDLES	4:30 – 6:15	1:45	<i>I can't do injections.</i>	236
SEGMENT 4 · IS THIS REAL	6:15 – 8:00	1:45	<i>How do I know this is legitimate?</i>	226
:60 COMMERCIAL · PLACEMENT 2	8:00 – 9:00	1:00	"The Open Door" :60 — script v5.5	
SEGMENT 5 · WHAT ACTUALLY HAPPENS	9:00 – 11:15	2:15	<i>What happens after I click?</i>	286
SEGMENT 6 · SOMEONE LIKE ME · CLOSE	11:15 – 13:00	1:45	<i>This isn't for people like me.</i>	207
:60 COMMERCIAL · PLACEMENT 3	13:00 – 14:00	1:00	"The Open Door" :60 — script v5.5	
Long-form total		11:00	+ 3:00 of commercial = 14:00 produced, run twice = 28:00 on air	1397

COLD OPEN 0:00 – 0:40 · :40

Barrier removed: The problem, stated before any branding

No logo, no brand, no product for the first forty seconds. The long-forms that hold an audience open on the problem before they say their own name.

VIDEO	AUDIO
0:00 :12 Peach void. No logo, no bar yet. Frosted card rises and holds: SUPER \$1,349 / a month <i>sub: what the brand-name injectable lists for without insurance</i>	ROSA · VO By now, you know what GLP-1s are. You've seen the commercials. You've probably watched someone you know change in front of you.
0:12 :10 Card dissolves from the bottom edge as the next arrives: SUPER 68% <i>sub: say cost decides whether they start</i>	ROSA · VO So here's the question nobody asks out loud. If it works this well — why haven't you started?
0:22 :13 SUPER #1 <i>sub: the reason people stop is the bill, not the results</i> AUDIO: room tone only until the third card, then a low pad.	ROSA · VO It isn't the science. It's the price. It's the insurance. It's the needle, the waiting room, the forms — everything that stood between you and it.
0:34 :07 Cards clear to the empty peach void.	ROSA · VO In the next few minutes, we take those away. One at a time.

Segment times out at :41 against a :40 slot · 79 spoken words

SHOW OPEN 0:40 – 1:00 · :20

The three-note mnemonic is stated in full here and only here.

VIDEO	AUDIO
0:40 :10 BillyRx wordmark builds, Rx in coral. Then the program title: THE OPEN DOOR — a BillyRx program The PERSISTENT BAR appears for the first time and never leaves. AUDIO: the three-note mnemonic, in full.	MUSIC / SFX <i>Mnemonic.</i> ROSA · VO This is The Open Door, from BillyRx.
0:50 :11 ROSA, mid-forties, standing in the peach world. Camel and cream. She is talking to one person, not presenting.	ROSA · ON CAMERA Stay with me. Because by the end of this, you'll know exactly what it costs, exactly how it works, and exactly how to start.

Segment times out at :20 against a :20 slot · 31 spoken words

SEGMENT 1 · THE NUMBER 1:00 – 2:15 · 1:15

Barrier removed: I can't afford it.

Price is a hero number, stated plainly. BillyRx's \$125 is the whole price — let the asterisk do less work than the category's.

VIDEO	AUDIO
1:00 :13 ROSA on camera. A tablet rotates in beside her, sculptural. The coral line draws down and lands on the number. SUPER \$125 / per month / \$0 membership	ROSA · ON CAMERA Let's do the part everybody else saves for the fine print. The money. ROSA · ON CAMERA At BillyRx, it's one flat fee. A hundred and twenty-five dollars a month. That's it.
1:13 :15 Hold on the number. Small type beneath it: no membership fee · no insurance	ROSA · ON CAMERA Not a first-month price. Not a membership with the medication charged on top. Not a number that changes once you're in. One hundred twenty-five dollars — on month one, month six, and month twelve.
1:28 :15 GRAPHIC — cumulative build, one line at a time, a soft tone per line: WHAT \$125 INCLUDES 1 The medication 2 The provider review 3 Shipping 4 Ongoing check-ins	ROSA · ON CAMERA Here's what that covers. The medication itself. The review by a licensed U.S. provider. Shipping — to your door. And the check-ins with your care team along the way.
1:42 :20 The four lines collapse into the single number.	ROSA · ON CAMERA Four things. One number. No math. ROSA · ON CAMERA Compare that to what you've seen out there — where the medication is one price, the membership is another, and the visit is a third — and you start to see why so many people never get past the first page.
2:02 :11 CTA billyrx.com · call the number on your screen PERSISTENT BAR highlights the \$125.	ROSA · ON CAMERA If the price was the thing stopping you — it just stopped. Call the number on your screen, or go to billyrx.com.

Segment times out at 1:13 against a 1:15 slot · 160 spoken words

SEGMENT 2 · NO INSURANCE 2:15 – 3:30 · 1:15

Barrier removed: *I don't qualify.*

Same language as the :60 ("What about insurance? Am I covered?" / "You don't need to be.") so the program and the spot reinforce each other three times an hour.

VIDEO	AUDIO
2:15 :09 Three frosted barrier cards slide into a stack beside ROSA and hold: YOU NEED INSURANCE · YOU NEED A REFERRAL · YOU NEED A DIAGNOSIS	ROSA · ON CAMERA Now, the second thing that stops people. What about insurance? Am I covered? ROSA · ON CAMERA You don't need to be.
2:24 :09 ROSA moves the first card aside. It dissolves.	ROSA · ON CAMERA BillyRx doesn't go through insurance at all. Which means there's nothing to claim — and nothing to get denied.
2:33 :10 Second card. Third card. Each dissolves.	ROSA · ON CAMERA No referral from another doctor. No prior authorization. No letter in the mail three weeks later telling you no.
2:42 :13 A single frosted card: a plan ID card, crossed through with the coral line.	ROSA · ON CAMERA And because it never touches your insurance, nothing about this shows up on a plan you share with anyone. No forms filled out twice. No 'we'll get back to you.'
2:55 :24 SUPER NO INSURANCE NEEDED · NO REFERRAL · NO WAITING ROOMS	ROSA · ON CAMERA You answer a few questions online. A licensed provider reviews them. If it's right for you, it's prescribed — and the price is the price we just talked about. ROSA · ON CAMERA Think about what that removes. No waiting rooms. No taking a morning off work. No sitting on hold with a plan that was never going to say yes.
3:19 :06 CTA billyrx.com · call the number on your screen	ROSA · ON CAMERA Call now, or go to billyrx.com. The questions take a few minutes.
3:25 :07 COMING UP BUMPER (last 5 s) — full-frame card, peach, tablet still at right: COMING UP — the option without a needle	ROSA · VO Coming up — if the needle is what stopped you, you're going to want to see this.

Segment times out at 1:17 against a 1:15 slot · 172 spoken words

:60 COMMERCIAL · PLACEMENT 1 3:30 – 4:30 *"The Open Door" :60 — script v5.5, board v5.5.*

SEGMENT 3 · NO NEEDLES 4:30 – 6:15 · 1:45

Barrier removed: I can't do injections.

The hero segment. The FDA-approved oral option leads the program — the strongest creative position and the safest claim position.

VIDEO	AUDIO
4:30 :09 ROSA beside a frosted card. Inside it, the oral tablet, rendered large and clean.	ROSA · ON CAMERA Welcome back. Let's talk about the reason a lot of people never even got as far as the price. The needle.
4:39 :16 Quick frosted cards flick past behind her: a refrigerator · a cold pack · a calendar with the same day circled every week.	ROSA · ON CAMERA For years, a GLP-1 meant one thing: a weekly injection. You kept it in the refrigerator. You traveled with a cold pack. And once a week, you did the thing you'd been dreading all week.
4:55 :07 The card opens. The tablet fills the frame, rotating. SUPER ORAL GLP-1 · NO NEEDLES BADGE FDA APPROVED	ROSA · ON CAMERA BillyRx now carries FDA-approved GLP-1 tablets. ROSA · ON CAMERA Same GLP-1. Taken by mouth.
5:03 :15 GRAPHIC — side-by-side comparison cards: INJECTABLE weekly injection · refrigerated · cold pack ORAL daily tablet · shelf stable · pocket	ROSA · ON CAMERA A tablet you take once a day. It sits on a shelf, not in the fridge. It goes in your pocket, not a cooler. And there's nothing to inject. Ever.
5:18 :26 Three quick frosted portrait cards, no faces — a kitchen counter, a glass of water, a morning.	ROSA · ON CAMERA Maybe you tried the injection and stopped. Maybe you never started because of it. Or maybe you just don't want a needle in your life every week — and you don't need a reason for that. ROSA · ON CAMERA The tablet is the same GLP-1 the injectables are built on. Taken with a glass of water in the morning. That's the whole ritual.
5:44 :21 Back to ROSA, tablet floating beside her.	ROSA · ON CAMERA If the needle was the thing — the needle is no longer the thing. ROSA · ON CAMERA And if you're already comfortable with an injectable, BillyRx carries those too. Your provider talks you through which option fits you — and whichever you land on, you'll know the price before you start. No surprises.
6:05 :14 CTA billyrx.com · call the number on your screen LEGAL (persistent through the segment): Prescription products require an online consultation with a licensed provider. Not all patients qualify. Compounded products are not FDA-approved.	ROSA · ON CAMERA Call the number on your screen, or go to billyrx.com — and when you answer the questions, tell them the needle is the reason. Your provider will start there.

Segment times out at 1:48 against a 1:45 slot · 236 spoken words

SEGMENT 4 · IS THIS REAL 6:15 – 8:00 · 1:45

Barrier removed: How do I know this is legitimate?

No doctors on camera by design. Credibility comes from infrastructure that can be checked, not from a person in a white coat who cannot. The provider appears as a chat avatar (Dr. Alvarez, lab coat) — the brand's actual trust mechanism.

VIDEO	AUDIO
6:15 :12 ROSA on camera. Behind her, an empty grid of eight frosted card slots.	ROSA · ON CAMERA By now you might be thinking: this sounds too easy. And in this category, you're right to ask. So let's answer it — with things you can check.
6:27 :30 GRAPHIC — cumulative build, one card per credential, one soft rising tone each: HOW THIS IS CHECKED 1 Licensed U.S. medical providers 2 U.S.-based pharmacy partners 3 Compounded in the U.S.A. 4 Tested for potency 5 Tested for sterility 6 Tested for purity and pH	ROSA · ON CAMERA Every prescription at BillyRx is reviewed by a licensed U.S. medical provider — a real clinician, licensed in your state. And that review isn't a formality. They look at your history, your medications, and whether this is right for you. If it isn't, they'll tell you that, too. ROSA · ON CAMERA The medication comes from U.S.-based pharmacy partners. And it's tested — for potency, for sterility, for purity.
6:57 :28 7 LegitScript certified — the card enlarges, certificate mark visible 8 HIPAA-secure platform	ROSA · ON CAMERA And here's the one you can go look at yourself. BillyRx is LegitScript certified. That's an independent certification — it isn't something a company can give itself. ROSA · ON CAMERA Your information sits on a HIPAA-secure platform. Eight checks. Every one of them verifiable — and not one of them costs extra. There's no surprise bill after the fact. It's inside the one flat fee.
7:25 :15 Chat card floats in beside ROSA: avatar of DR. ALVAREZ (lab coat), name and credential line. Message: "How's the first two weeks going?" A reply rises underneath.	ROSA · ON CAMERA And your provider doesn't disappear once the prescription is written. They check in. You message them — with questions, with what you're noticing, with what's working. Your care team stays connected.
7:40 :07 The eight cards settle into a tidy grid behind her.	ROSA · ON CAMERA That's what 'is this real' looks like. Not a promise. A list you can verify.
7:47 :05 CTA billyrx.com · call the number on your screen	ROSA · ON CAMERA Go to billyrx.com, or call the number on your screen.

VIDEO	AUDIO
7:52 :07 COMING UP BUMPER (last 5 s): COMING UP — what actually happens after you click	ROSA · VO Coming up — what actually happens after you click. Minute by minute, month by month.

Segment times out at 1:44 against a 1:45 slot · 226 spoken words

:60 COMMERCIAL · PLACEMENT 2 8:00 – 9:00 Same spot.

SEGMENT 5 · WHAT ACTUALLY HAPPENS 9:00 – 11:15 · 2:15

Barrier removed: What happens after I click?

Everyone in this category sells the before-and-after. Nobody sells the middle. Telling someone honestly what month two feels like is the most trust-building ninety seconds available to this brand. The timeline is BillyRx's own, from billyrx.com.

VIDEO	AUDIO
9:00 :07 ROSA on camera, phone in hand.	ROSA · ON CAMERA Welcome back. Here's the part nobody shows you: what actually happens after you decide.
9:07 :45 GRAPHIC — four frosted step-cards build left to right, a coral connector drawing through them: 1 Answer a few questions — minutes 2 A licensed provider reviews it 3 A U.S. pharmacy prepares it 4 It ships to your door — 2–3 days, free and discreet	ROSA · ON CAMERA Step one. You answer a few questions — online, on your phone, in a few minutes. They're the questions a good doctor would ask: your health history, what you've tried, what you're hoping for. No appointment. No waiting room. ROSA · ON CAMERA Step two. A licensed provider reviews your answers. If you have questions, you ask them right there, in your message thread. ROSA · ON CAMERA Step three. A U.S. pharmacy prepares it. ROSA · ON CAMERA Step four. It ships to your door — in as little as two to three days. Free. And discreet: a plain box, with nothing on the outside that says what's in it.
9:51 :17 The four cards compress into one line: MINUTES TO START · DAYS TO ARRIVE LEGAL: Prescription products require an online consultation with a licensed provider. Not all patients qualify. Compounded products are not FDA-approved. Shipping times vary.	ROSA · ON CAMERA Minutes to start. Days to arrive. That's the whole process. ROSA · ON CAMERA And month two works exactly the same way. Same price. Same door. You never start over, and you never sit in a waiting room to keep going.

VIDEO	AUDIO
10:08 :36 A horizontal timeline draws in coral across the peach field. Four markers land, one at a time: WEEK 1–2 Adjustment WEEK 3–4 Early results MONTH 2–3 Visible progress MONTH 3–6 Optimization	ROSA · ON CAMERA Now — the honest part. The part most people never get told. It isn't instant, and it isn't supposed to be. ROSA · ON CAMERA Weeks one and two are adjustment. That's normal, and it's expected. ROSA · ON CAMERA Weeks three and four — this is usually when people start to notice something. ROSA · ON CAMERA Months two and three — this is when other people notice. ROSA · ON CAMERA And from month three on, your provider is adjusting the plan to what's actually happening with you. Not a chart. You.
10:44 :19 SUPER (held, quiet) Individual results vary.	ROSA · ON CAMERA That's why the check-ins matter. They're there to review your results, answer what's on your mind, and adjust the plan when it's time. This isn't a bottle in the mail. It's a plan — with a person on the other end of it.
11:03 :08 CTA billyrx.com · call the number on your screen	ROSA · ON CAMERA Ready to start the clock? Call the number on your screen, or go to billyrx.com.

Segment times out at 2:11 against a 2:15 slot · 286 spoken words

SEGMENT 6 · SOMEONE LIKE ME · CLOSE 11:15 – 13:00 · 1:45

Barrier removed: *This isn't for people like me.*

Written without a testimonial. ROSA addresses the person who has been circling this for a year; the 'plan' card is a preview of their first ninety days, not a customer's account. The :60's thesis line lands here, then the close mirrors the :60's close.

VIDEO	AUDIO
11:15 :19 ROSA on camera, closer than we've been all program. The world quiets; the tablet and pen float behind her.	ROSA · ON CAMERA If you've stayed with me this far, I'm going to guess something about you. You've been looking at this for a while. Maybe a year. And every time you got close, there was another thing. Another form. Another appointment. Another reason it wasn't for you.
11:34 :08 The seven glass slabs from the :60 drift in around the product — Insurance? · Am I covered? · The price · The needle · Waiting rooms · Pharmacy lines · Denied claims.	ROSA · ON CAMERA It was never about knowing what GLP-1s are. It was everything that stopped you.

VIDEO	AUDIO
11:42 :24 GRAPHIC — YOUR FIRST 90 DAYS (a plan preview, labeled as an example): DAY 1 a few questions DAY 2–3 provider review DAY 5 at your door WEEK 3–4 first check-in MONTH 3 plan adjusted to you	ROSA · ON CAMERA So here's what the next ninety days could look like instead. Day one, a few questions. A provider review in a day or two. A box at your door by the end of the week. A check-in at week three. And by month three, a plan that's been adjusted to you.
12:06 :28 The slabs dissolve one by one as she names them. Each one gone for good.	ROSA · ON CAMERA So let's take the reasons away, one more time. ROSA · ON CAMERA No insurance — nothing to claim, nothing to get denied. No waiting rooms — you start from your phone. No pharmacy lines — it comes to you. No needle, if you don't want one. And one flat fee: a hundred and twenty-five dollars a month. Zero membership fee. ROSA · ON CAMERA That's every reason you had. Gone.
12:34 :15 CLOSE — cards clear to the wordmark. Coral CTA bar wipes in. SUPER BillyRx · billyrx.com · \$125/mo · no insurance needed PERSISTENT BAR at full size.	ROSA · ON CAMERA The door's open. Call the number on your screen right now — or go to billyrx.com and answer a few questions. It takes minutes. ROSA · VO BillyRx. No insurance. No waiting rooms. No reason to wait.
12:50 :08 FULL ISI (held, readable) — see appendix. DISCLOSURE line per route (see appendix). AUDIO: mnemonic resolves.	MUSIC / SFX <i>Mnemonic resolves under the ISI hold.</i>

Segment times out at 1:43 against a 1:45 slot · 207 spoken words

:60 COMMERCIAL · PLACEMENT 3 13:00 – 14:00 End of produced content. The 14:00 repeats to fill 28:00.

APPENDIX**A · How the timing works, and how to retime after edits**

Every row carries a start time and a length. The length is the row's spoken words divided by the reading pace, plus the seconds of graphic builds, holds and music noted for that row. On-camera lines are timed at 150 words a minute (2.5 words a second) — a natural teleprompter pace for direct response. VO lines are timed at 162 words a minute, the measured pace of the :60 read on the locked voice.

The program as written: 1397 spoken words, 10:58 against 11:00. Each segment is within a few seconds of its slot.

Rule of thumb when you edit: every 25 words you add or cut moves the program about ten seconds. A presenter who reads at 160 words a minute instead of 150 brings the whole program in about 35 seconds short — the graphic holds in Segments 3, 4 and 5 are where that is absorbed on the day, and the timeline in Segment 5 is the first place to add copy if it runs short.

For an exact number before the shoot, the whole script can be read by the locked :60 voice as a scratch track and timed line by line, the way the :60 was.

B · Open items before script lock

1. The response number. The persistent bar and every “call the number on your screen” depend on it. The site still shows a placeholder.
2. Claims review by BillyRx's counsel — every clause touching the oral product's FDA status, “same GLP-1,” the testing claims in Segment 4 (potency, sterility, purity and pH), the LegitScript certification, and the three statistics in the cold open (\$1,349 / 68% / #1). The client carries this review; nothing here goes to prompter until it clears.
3. Which product the \$125 applies to. This script states the flat fee in Segments 1, 2, 4 and 6 and leads on the FDA-approved tablet in Segment 3 without pricing the tablet. If the tablet is priced differently, Segment 3 needs its own price line and Segment 1 needs a qualifier.
4. The disclosure line under the ISI. On the AI-production route the program uses AI-generated environments and, for the :60, synthetic performers; on the traditional route the :60 alone carries synthetic performers. The wording of the on-air disclosure follows the route chosen.
5. Spanish transcreation after English lock — idiom and pacing, not translation. Expect 15–25% more words; Segment 5 absorbs it.
6. Music: the three-note mnemonic and the bed are not yet composed. The mnemonic is stated in full once (show open) and resolves under the ISI.

C · Standing elements

Persistent bar — every frame of the program, never the :60:

- BillyRx logo (Rx in coral) · response number · billyrx.com · \$125/mo

Legal supers — carried on screen whenever the product, the price or shipping is on screen:

- Prescription products require an online consultation with a licensed provider. Not all patients qualify. Compounded products are not FDA-approved.
- With shipping on screen: Prescription products require an online consultation with a licensed provider. Not all patients qualify. Compounded products are not FDA-approved. Shipping times vary.
- With the timeline on screen: Individual results vary.

Full ISI — held, readable, at the close (and under the :60 end card):

GLP-1 medications may have serious side effects. Do not use if you or a family member has had medullary thyroid carcinoma or MEN 2. See Important Safety Information at billyrx.com/safety. Compounded products are not FDA-approved. Prescription products require an online consultation with a licensed provider. Not all patients qualify. Individual results vary.

Coming-up bumpers — the last five seconds of Segments 2 and 4, full-frame peach card, product still at right, one line of VO.

D · Sources for the product facts

billyrx.com — pricing (\$125/month, \$0 membership), the four-step process, 2–3 day free and discreet shipping, the treatment timeline (weeks 1–2 adjustment · weeks 3–4 early results · months 2–3 visible progress · months 3–6 optimization), LegitScript certification, licensed U.S. providers, U.S.-based pharmacy partners, potency / sterility / purity and pH testing, HIPAA-secure platform, the FDA-approved oral GLP-1. Cold-open statistics from the campaign research file (01-RESEARCH) — to be substantiated in claims review.