ANCHOR INTRO
ITS MISSION IS TO SERVE AND ONE NORTH CAROLINA UNIVERSITY IS PLACING MEDICAL GRADUATES WHERE THEY’RE NEEDED THE MOST.

VO
SUPER: Providing Family Medicine Physicians – East Carolina University
EAST CAROLINA UNIVERSITY’S BRODY SCHOOL OF MEDICINE IS RANKED NUMBER ONE IN NORTH CAROLINA AND NUMBER TWO IN THE NATION FOR THE PERCENTAGE OF ITS GRADUATES CHOOSING FAMILY MEDICINE CAREERS.
THERE IS A SHORTAGE OF PRIMARY CARE PHYSICIANS IN OUR STATE’S RURAL AND UNDERSERVED AREAS.
ECU LEADERS SAY THESE DOCTORS ARE CRITICAL TO ENSURING EXCELLENT, AFFORDABLE AND COMPREHENSIVE HEALTH CARE.

SOT
SUPER: Dr. Elizabeth Baxley – ECU Brody School of Medicine
Rural communities deserve to have the highest level of healthcare... We very early on try to train our best and our brightest students and get them on that path to finding that life in a rural community and providing care and being a community leader really is their pathway. (18 sec)

VOCONT
BRODY STUDENTS GRADUATE WITH AN AVERAGE OF 33-PERCENT LESS DEBT THAN THEIR PEERS NATIONWIDE... WHICH UNIVERSITY OFFICIALS FEEL MAY PREVENT THEM FROM CHASING HIGHER PAYING JOBS IN SUBSPECIALTY FIELDS OR METRO AREAS.