

Sample Media Pitch

SUBJECT LINE: [FACILITY NAME] first hospital in [CITY/REGION] to implant only FDA-approved bioabsorbable polymer drug eluting stent

Dear [INSERT NAME],

On [INSERT TIMING] [INSERT FACILITY] became the first hospital in the [INSERT CITY/REGION] to implant the only bioabsorbable polymer drug eluting stent approved by the U.S. Food and Drug Administration.

[INSERT PHYSICIAN NAME & TITLE] implanted the SYNERGY™ Bioabsorbable Polymer Drug-Eluting Stent System (BP-DES) for the treatment of coronary artery disease (CAD). This new stent system features a drug coating and polymer that are fully absorbed by the body after delivering the drug to the artery. It is designed to enable more rapid healing, thereby reducing the risk of complications associated with long-term polymer exposure.

[INSERT PATIENT NAME, IF HAVE PATIENT CONSENT], who received the SYNERGY Stent System at [INSERT FACILITY] this week, is one of an estimated 15 million Americans who are affected by CAD, which is the buildup of plaque in the arteries that could lead to a heart attackⁱ. [INSERT MORE DETAILS OF PATIENT STORY IF AVAILABLE/OF INTEREST, IF HAVE PATIENT CONSENT].

The press release is included below. Please let me know of any questions and I can facilitate an interview with Dr. [NAME] or [PATIENT NAME].

Best,

[INSERT NAME & CONTACT INFORMATION]

[INSERT FULL TEXT OF PRESS RELEASE]

ⁱ U.S. National Library of Medicine (NLM). A services of the National Institute of Health (NIH); <https://www.nlm.nih.gov/medlineplus/coronaryarterydisease.html>. Accessed August 21, 2015