

SUBJECT LINE: [FACILITY NAME] First Hospital in [CITY/REGION] to Implant Newest Defibrillator that Leaves Heart Untouched

Dear [INSERT NAME],

[INSERT TIMING] [INSERT FACILITY] became the first hospital in the [INSERT CITY/REGION] to implant the newest subcutaneous implantable defibrillator (S-ICD) that provides protection against sudden cardiac arrest without touching the heart.

[INSERT PHYSICIAN NAME & TITLE], implanted the Boston Scientific EMBLEM S-ICD System just below the patient's skin without the need for thin, insulated wires – known as leads – to be placed into the heart itself. By leaving the heart and blood vessels untouched, the EMBLEM S-ICD System results in a less invasive treatment.

[INSERT PATIENT NAME, IF HAVE PATIENT CONSENT], who received the S-ICD at [INSERT FACILITY] this week, is one of 850,000 people in the U.S. who are at risk of sudden cardiac arrest and are indicated for an ICD device, yet many remain unprotected. [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 [INSERT NAME/TITLE OF ANY AVAILABLE SPOKESPEOPLE].

Best,
[INSERT NAME & CONTACT INFORMATION]

[INSERT FULL TEXT OF PRESS RELEASE]