

Sample Media Pitch

SUBJECT LINE: [FACILITY NAME] first hospital in [CITY/REGION] to offer alternative to long-term warfarin medication to reduce stroke risk in patients with non-valvular atrial fibrillation

Dear [INSERT NAME],

On [INSERT TIMING] [INSERT FACILITY] became the first hospital in the [INSERT CITY/REGION] to offer patients with non-valvular atrial fibrillation (AF) an alternative to long-term warfarin medication with the recently approved WATCHMAN™ Left Atrial Appendage Closure (LAAC) Implant.

[INSERT PHYSICIAN NAME & TITLE] implanted the first WATCHMAN in [INSERT CITY/REGION] for treatment in a patient with non-valvular AF who was considered suitable for warfarin but had reason to seek a non-drug alternative to reduce their risk of AF-related stroke. The WATCHMAN Implant closes off an area of the heart called the left atrial appendage (LAA) to keep harmful blood clots that can form in the LAA from entering the blood stream and potentially causing a stroke. By closing off the LAA, the risk of stroke may be reduced and, over time, patients may be able to stop taking warfarin.

[INSERT PATIENT NAME, IF HAVE PATIENT CONSENT], who received the WATCHMAN LAAC Implant at [INSERT FACILITY] this week, is one of an estimated five million Americans who are affected by AF - an irregular heartbeat that feels like a quivering heartⁱ. [INSERT MORE DETAILS OF PATIENT STORY IF AVAILABLE/OF INTEREST, IF HAVE PATIENT CONSENT; PLEASE CONSULT WITH YOUR LEGAL COUNSEL TO ENSURE PROPER CONSENT FORM].

A press release with more information 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 Colilla et al., Am J Cardiol. 2013; 112:1142-1147