



WATCHMAN FLX™ Pro

LEFT ATRIAL APPENDAGE CLOSURE DEVICE

(Media Pitch Templates)

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[PITCH ONE: First to Offer WATCHMAN FLX™ Pro in your area](#)

- If you are the first to offer the WATCHMAN FLX Pro Left Atrial Appendage Closure (LAAC) Device in your area, use this pitch note to reach out to media contacts via email to raise awareness for your institution.

[PITCH TWO: Milestone implant announcement](#)

- Use this email pitch template if your hospital would like to promote a milestone implant number for the WATCHMAN FLX Pro device at your facility.

[PITCH THREE: Disease Awareness Month/Week/Day](#)

- This email template is for hospitals to promote the availability of the WATCHMAN FLX Pro device at their facility in conjunction with national disease awareness months/weeks/days.



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Sample Media Pitch: First to Offer WATCHMAN FLX™ Pro in your area

SUBJECT LINE: [FACILITY NAME] introduces [CITY/REGION] to new device that reduces stroke risk in patients with non-valvular atrial fibrillation (NVAF)

Dear [INSERT NAME],

[INSERT FACILITY] recently became the first hospital in [INSERT CITY/REGION] to offer patients with non-valvular atrial fibrillation (AF) an alternative to oral anticoagulation therapy with the WATCHMAN FLX™ Pro Left Atrial Appendage Closure (LAAC) Device. The procedure was performed by [INSERT PHYSICIAN NAME & TITLE].

The WATCHMAN technology, which has been implanted in more than 300,000 patients worldwide, 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 oral anticoagulation therapy. The newest WATCHMAN FLX Pro device has an updated design with three new features – a thromboresistant polymer coating (HEMOCOAT™ technology) designed to help reduce the risk of device-related thrombus (blood clotting around the device), visualization markers for enhanced placement and a larger size for patients with larger LAAs – to help treat a wide range of patients safely and effectively to ensure the best long-term outcomes.

[INSERT PATIENT NAME, IF YOU HAVE PATIENT CONSENT], who received the WATCHMAN FLX Pro device at [INSERT FACILITY], is one of an estimated seven million Americans who are affected by AF – an irregular heartbeat that can feel like a quivering heart.¹ [INSERT MORE DETAILS OF PATIENT STORY IF AVAILABLE/OF INTEREST, IF YOU HAVE PATIENT CONSENT; PLEASE CONSULT WITH YOUR LEGAL COUNSEL TO ENSURE PROPER CONSENT FORM].

[IF YOU WROTE A PRESS RELEASE TO ANNOUNCE THE FIRST IMPLANT, ALSO INCLUDE THE FOLLOWING] 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]



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Sample Media Pitch: Milestone implant announcement

SUBJECT LINE: Local [Woman/Man] Undergoes Hospital's [MILESTONE #] implant of heart device that reduces the risk of stroke

Dear [INSERT NAME],

This [INSERT TIMING], a patient was implanted with the [MILESTONE #] WATCHMAN FLX™ Pro Left Atrial Appendage Closure (LAAC) Device at the [INSERT FACILITY]. Designed to reduce stroke risk in people with atrial fibrillation not caused by a heart valve problem (non-valvular AF or NVAF), this new therapy is built upon the safety and performance profile of the WATCHMAN FLX™ LAAC Device, which was FDA-approved in July 2020 and used in nearly 190,000 of the more than 300,000 WATCHMAN procedures successfully completed to date, globally.

Up to seven million Americans are affected by AF – an irregular heartbeat that can feel like a quivering heart.ⁱ People with AF may be at greater risk for stroke than those with normal heart rhythms. The WATCHMAN FLX Pro device 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 oral anticoagulation therapy. The latest device was designed with three new features – a thromboresistant polymer coating (HEMOCOAT™ technology) designed to reduce the risk of device-related thrombus (blood clotting around the device), visualization markers for enhanced placement and a larger size option for patients with larger LAAs – to help treat a wide range of patients safely and effectively to ensure the best long-term outcomes.

[INSERT PHYSICIAN NAME & TITLE] implanted the first WATCHMAN FLX Pro Device in [INSERT PATIENT NAME IF YOU HAVE PATIENT CONSENT/USED PREVIOUSLY IN MEDIA OUTREACH] at [INSERT FACILITY] in [INSERT TIMING]. Today, [INSERT DETAILS OF CURRENT STATUS OF FIRST PATIENT IF AVAILABLE/OF INTEREST, IF YOU HAVE PATIENT CONSENT; PLEASE CONSULT WITH YOUR LEGAL COUNSEL TO ENSURE PROPER CONSENT FORM].

[IF YOU WROTE A PRESS RELEASE TO ANNOUNCE THE IMPLANT MILESTONE, ALSO INCLUDE THE FOLLOWING] 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,



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[INSERT NAME & CONTACT
INFORMATION] [INSERT FULL TEXT
OF PRESS RELEASE]



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Sample Media Pitch: Disease Awareness Month/Week/Day

SUBJECT LINE: [FACILITY NAME] raises awareness for [CALENDAR

MILESTONE] Dear [INSERT NAME],

INSERT ONE OF THE FOLLOWING TWO LEAD OPTIONS

OPTION ONE

Did you know in the U.S. someone has a stroke every 40 seconds and someone dies from a stroke every four minutes? ^{ii,iii}

Shockingly, 80 percent of strokes are preventable,^{iv} and further education could save thousands of lives every year.

OPTION TWO

Most people don't realize that they may have atrial fibrillation (AF) without obvious, or sometimes any, symptoms. You may just feel tired or out of breath and not realize you have an irregular heartbeat. However, AF is the most common cardiac arrhythmia, currently affecting up to seven million Americans.ⁱ

Stroke is the most common complication of AF, and AF-related strokes are also more frequently fatal and disabling.^{v,vi}

BODY COPY TO INCLUDE WITH EITHER LEAD

Ahead of [CALENDAR MILESTONE] on [INSERT DATE/MONTH], [INSERT FACILITY NAME] is raising awareness in [INSERT CITY/REGION] to help educate patients about [INSERT DISEASE STATE], as well as available treatment options.

[Dr. X] of [INSERT INSTITUTION] is available to discuss:

- How to recognize the signs of [INSERT DISEASE STATE];
- What action to take if you suspect you're having a [HEART EVENT or STROKE]; and
- Discuss the new WATCHMAN FLX™ Pro Left Atrial Appendage Closure (LAAC) Device, which is built upon the most studied and implanted LAAC platform in the world and designed to reduce stroke risk in people with atrial fibrillation (AF) not caused by a heart valve problem.

Please let me know your availability and I'd be happy to coordinate an interview. I look forward to hearing from you.



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Regards,

[NAME]

i Colilla S, Crow A et al. Estimates of Current and Future Incidence and Prevalence of Atrial Fibrillation in the U.S. Adult Population. *Am J Cardiol* 2013;112:1142-1147.

ii American Stroke Association. <https://www.stroke.org/-/media/Stroke-Files/Lets-Talk-About-Stroke/About-Stroke/Lets-Talk-About-FAST--How-to-Remember-Warning-Signs-of-a-Stroke.pdf>. Accessed July 11, 2023.

iii Centers for Disease Control and Prevention. <https://www.cdc.gov/stroke/facts.htm>. Accessed July 11, 2023.

iv Global Status Report on Noncommunicable Diseases 2010. Geneva, World Health Organization, 2023.

v Hart RG, Halperin JL., *Ann Intern Med.* 1999; 131:688–695.

vi McGrath ER, *Neurology* 2013; 81:825-832.