

## **Table of Contents**

### **[PITCH ONE: First to Offer WATCHMAN in your area](#)**

- If you are the first to offer the WATCHMAN™ 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 of the WATCHMAN device at your facility.

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

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

**Sample Media Pitch: First to Offer WATCHMAN in your area**

SUBJECT LINE: [FACILITY NAME] introduces [CITY/REGION] to device that reduces risk of stroke for patients with heart condition

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 long-term warfarin medication with the WATCHMAN™ Left Atrial Appendage Closure (LAAC) Implant.

[INSERT PHYSICIAN NAME & TITLE] implanted the first WATCHMAN – the only FDA-approved implant proven to reduce stroke risk in people with AF not caused by a heart valve problem – at [INSERT FACILITY]. The WATCHMAN Implant, which has been implanted in more than 50,000 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 taking warfarin.

[INSERT PATIENT NAME, IF YOU HAVE PATIENT CONSENT], who received the WATCHMAN Implant at [INSERT FACILITY], is one of an estimated five million Americans who are affected by AF - an irregular heartbeat that feels like a quivering heart<sup>1</sup>. [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]

**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™ Left Atrial Appendage Closure (LAAC) Implant at the [INSERT FACILITY]. The device, which is the only FDA-approved implant proven to reduce stroke risk in people with atrial fibrillation (AF) not caused by a heart valve problem, has been implanted in more than 50,000 patients worldwide.

An estimated five million Americans are affected by AF – an irregular heartbeat that feels like a quivering heart<sup>1</sup>. People with AF may be at greater risk for stroke than those with normal heart rhythms. 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 PHYSICIAN NAME & TITLE] implanted the first WATCHMAN 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,

[INSERT NAME & CONTACT INFORMATION]

[INSERT FULL TEXT OF PRESS RELEASE]

**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?<sup>ii</sup>

Shockingly, 80 percent of strokes are preventable,<sup>iii</sup> 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. However, AF is the most common cardiac arrhythmia, currently affecting more than five million Americans.<sup>iv</sup>

In fact, twenty percent of all strokes occur in patients with AF, and AF-related strokes are more frequently fatal and disabling.<sup>v,vi</sup>

**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 the treatment options available for those with the condition.

[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 WATCHMAN™ Left Atrial Appendage Closure (LAAC) Implant, the only FDA-approved device proven 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.

Regards,

[NAME]



<sup>i</sup> Colilla et al., Am J Cardiol. 2013; 112:1142-1147

<sup>ii</sup> American Stroke Association. About World Stroke Day.

[http://www.strokeassociation.org/STROKEORG/General/World-Stroke-Day-2012\\_UCM\\_444999\\_SubHomePage.jsp](http://www.strokeassociation.org/STROKEORG/General/World-Stroke-Day-2012_UCM_444999_SubHomePage.jsp). Accessed December 17, 2015.

<sup>iii</sup> Global Status Report on Noncommunicable Diseases 2010. Geneva, World Health Organization, 2011.

<sup>iv</sup> Colilla et al., Am J Cardiol. 2013; 112:1142-1147

<sup>v</sup> Hart RG, Halperin JL., Ann Intern Med. 1999; 131:688-695

<sup>vi</sup> McGrath ER, Neurology 2013; 81:825-832