

Marketing Toolkit Sample Media Pitch

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How to use this pitch:

- Find the right contact** – Look up health reporters at local newspapers, TV and radio stations, and online news outlets and email them directly.
- When possible, use a timely hook** – National health observances like Heart Month can provide a great angle for the media.
- Ensure patient and physician media preparedness** – Personal patient/physician success stories resonate well, but make sure that both the patient and physician feel comfortable speaking with the media before pitching.
- Follow up (but don't overdo it)** – If you don't hear back in a few days, send a polite follow-up email. Understand that reporters typically receive hundreds of pitches daily, so don't be too pushy.
- Be available and responsive** – If a journalist expresses interest, reply quickly and help coordinate interviews or provide additional details.
- Use local statistics** – Use local data to strengthen your pitch.

Subject Line Option #1: [CITY/REGION] patient stresses importance of heart screenings

Subject Line Option #2: How advanced technology supports heart health in [CITY/REGION]

Subject Line Option #3: [CITY/REGION] patient raises awareness of “silent killer” coronary artery disease

Hi [REPORTER NAME],

Coronary artery disease (CAD) is the most common type of heart disease where plaque builds up in the heart's arteries and decreases blood flow. In the U.S., CAD is estimated to be responsible for one heart attack every 40 seconds and one out of every five deaths.¹ It's often called the “silent killer” because many of the estimated 18 million adults in the U.S. and 315 million people globally living with CAD either have no symptoms or symptoms that go unrecognized.^{2,3}

[Concise (no more than 1-2 sentences) but engaging story about a patient with local connection and how being screened with Heartflow technology and being diagnosed with CAD changed their life and/or care]

[Concise details about physician's treatment plan for patient]

Why it matters:

- We must do more to empower people to take charge of their heart health, ensure they understand the symptoms and risk factors for coronary artery disease, and stress the importance of prevention, early diagnosis, and timely treatment.
- Fortunately, in the last 10 years, newer technologies like Heartflow [INSERT Plaque Analysis, FFRct Analysis OR Heartflow Analysis BASED ON USE] have become available and allow doctors to detect issues earlier, diagnose CAD more accurately, and develop customized treatment plans that help manage the disease.
- Dr. [PHYSICIAN NAME] and [FACILITY NAME] are working to ensure patients understand the importance of screening, new advancements in care management, CAD symptoms and risk factors. [ADJUST BASED ON PATIENT IDENTIFIED AS NEEDED]

Are you interested in speaking with [PATIENT] and [DOCTOR] about CAD and how advanced technologies can help make a difference? I'm happy to share more information and coordinate interviews at your convenience. Looking forward to hearing from you!

Thank you,
[YOUR NAME]

References:

1. Centers for Disease Control and Prevention. Heart Disease Facts. <https://www.cdc.gov/heart-disease/data-research/facts-stats>. Accessed Feb. 18, 2025.
2. Cleveland Clinic. Coronary Artery Disease. <https://my.clevelandclinic.org/health/diseases/16898-coronary-artery-disease>. Accessed Feb. 21, 2025.
3. Stark, B, Johnson, C, Roth, G. Global Prevalence of Coronary Artery Disease: An Update From The Global Burden of Disease Study. JACC. 2024 Apr, 83 (13_Supplement) 2320. [https://doi.org/10.1016/S0735-1097\(24\)04310-9](https://doi.org/10.1016/S0735-1097(24)04310-9)