

Heartflow PCI Navigator Media Pitch Template

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.
- ❑ **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.

Suggested email pitch:

Subject Line Option #1: [FACILITY NAME] Embraces AI To Expand Cardiac Care in [CITY/STATE/REGION]

Subject Line Option #2: How [FACILITY NAME] Is Bringing AI-Powered 3D Heart Mapping to [CITY/STATE/REGION]

Subject Line Option #3: A New Approach to Stenting Procedures for Patients in [CITY/STATE/REGION]

Hi [REPORTER NAME],

Percutaneous coronary intervention (PCI), also known as stenting, is a minimally invasive procedure that opens blocked heart arteries and is the most frequently performed procedure to treat coronary artery disease (CAD), with around [NUMBER] procedures performed annually in [CITY/STATE/REGION]. Yet, it has remained one of the few cardiovascular interventions performed without routine imaging for pre-procedural planning, requiring physicians to rely on real-time decision-making *after* the patient is already on the table.

Despite CAD being the most common form of heart disease, studies have shown there is a need to improve how and when CAD is evaluated and diagnosed.¹ Stenting is also becoming more challenging due to an aging population with increasingly complex anatomies, highlighting the importance of advanced imaging technologies to optimize outcomes.²

Why it matters:

- CAD is often called the “silent killer” because many of the estimated 18 million adults in the U.S. living with CAD either have no symptoms or symptoms go unrecognized.³ Plaque builds up in the arteries of CAD patients, narrowing or blocking vessels and restricting blood flow to the heart, which can lead to chest pain, heart attacks and death.

- Identifying the amount and type of plaque throughout the arteries and measuring blockages can help improve a patient’s treatment plan, including the stent size and ideal placement before the PCI procedure begins.^{4,5}
- [FACILITY NAME] now offers Heartflow PCI Navigator, the first and only integrated, AI-powered PCI planning tool that provides a patient-specific 3D model detailing anatomy, plaque composition and lesion-specific physiology - all relevant insights that can prepare physicians for PCI *before* entering the lab.
- Dr. [PHYSICIAN NAME] and [FACILITY NAME] continually look to integrate new technologies into the [practice/facility], with the goal of increasing clinical confidence while enhancing precision and outcomes.

Are you interested in speaking with [PHYSICIAN NAME] about CAD and how new technologies like PCI Navigator can bring greater clarity to the cath lab and enable better-informed decisions that could improve patient outcomes? I’m happy to share more information and coordinate interviews at your convenience.

Thank you,
[YOUR NAME]

References:

1. Cury RC, et al. JACC Cardiovasc Imaging. 2022;15(11):1974–2001. doi: 10.1016/j.jcmg.2022.07.002
2. Damluji AA, et al. *Circulation*. 2025. doi.org/10.1161/CIR.0000000000001387.
3. Martin SS, et al. *Circulation*. 2024. doi.org/10.1161/CIR.0000000000001209.
4. Douglas PS, et al. JAMA Cardiol. 2023;8(10):904–914. doi: 10.1001/jamacardio.2023.2595
5. Rinehart S, et al. JSCAI. 2024;3. doi: 10.1016/j.jscai.2024.101296