

Hi [INSERT NAME OF REPORTER],

Knowing that your efforts at this time may be focused on XYZ [INSERT RELAVENT CURRENT EVENT (i.e. COVID-19)], I wanted to reach out to see if you have interest in hearing about other health-related stories. (Only include as introduction if you are pitching during a busy news cycle)

Between 70-80% of women will experience uterine fibroids by the age of 50, and those with symptoms may experience heavy periods, reproductive issues, pain, urinary frequency, and anemia.1 Still, on average it takes 3.6 years for women to seek treatment and ~41% of women report seeing at least two healthcare providers before diagnosis.2 Delayed diagnosis and lack of awareness of treatment options can result in women receiving more invasive treatment than may be necessary.

If sent by office / hospital staff or media team:

A physician at [INSERT LOCATION AND HOSPITAL], specializes in the Acessa® procedure, a minimally invasive treatment alternative for women who have symptomatic fibroids and would otherwise require a myomectomy or hysterectomy.

We can put you in touch with Dr. [NAME] and his/her patient to learn more about the benefit of the Acessa procedure and the importance of providing women suffering from fibroids with more treatment options. Would this be of interest to you or your readers? If so, I would be happy to provide further information.

If sent by physician:

At [INSERT LOCATION AND HOSPITAL], we specialize in the Acessa® procedure, a new minimally invasive treatment alternative for women who have symptomatic fibroids and would otherwise require a myomectomy or hysterectomy. I’d be happy to provide you with more information about this procedure and put you in touch with one of my patients who can speak to their personal experience.

Let me know if you would be interested in sharing this information with your readers.

Best,

[INSERT NAME]

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[1] Erica E. Marsh, Ayman Al-Hendy, Dale Kappus, Alex Galitsky, Elizabeth A. Stewart, and Majid Kerolous. Journal of Women's Health. Nov 2018.1359-1367. <http://doi.org/10.1089/jwh.2018.7076>

[2] Borah BJ, Nicholson WK, Bradley L, Stewart EA. The impact of uterine leiomyomas: A national survey of affected women. **Am J Obstet Gynecol** 2013;209:319.e311–e319.e320. [Crossref](https://www.liebertpub.com/servlet/linkout?suffix=B10&dbid=16&doi=10.1089%2Fjwh.2018.7076&key=10.1016%2Fj.ajog.2013.07.017), [Google Scholar](http://scholar.google.com/scholar_lookup?hl=en&volume=209&publication_year=2013&pages=319.e311-e319.e320&journal=Am+J+Obstet+Gynecol&author=BJ+Borahauthor=WK+Nicholsonauthor=L+Bradleyauthor=EA+Stewart&title=The+impact+of+uterine+leiomyomas%3A+A+national+survey+of+affected+women)