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**ENTERRA MEDICAL SAMPLE MEDIA PITCH TEMPLATES**

**Sample Media Pitch #1 Template: Milestone Implant Announcement**

FOR IMMEDIATE RELEASE

SUBJECT LINE: Local [woman/man] undergoes Hospital’s [MILESTONE #] Enterra® Therapy\* implant, a stomach device that helps treat chronic nausea and vomiting symptoms of gastroparesis.

Dear [INSERT NAME],

This [INSERT TIME], a patient was implanted with the [MILESTONE #] Enterra Therapy implant at the [INSERT FACTILITY]. Targeting the chronic nausea and vomiting symptoms associated with gastroparesis, Enterra Therapy is the first and only device of its kind. Today, more than 15,000 people have already received Enterra Therapy to help them find relief and get their life back.

It is estimated that one out of every three diabetic patients may end up with gastroparesis[[1]](#footnote-1) – a medical condition that causes food to digest more slowly than normal, resulting in symptoms like nausea, vomiting, and abdominal discomfort. People with gastroparesis often experience symptoms so intense that they are forced into unemployment, and suffer from significantly decreased quality of life[[2]](#footnote-2). The Enterra system aims to treat those intense symptoms: it is a small, implantable neurostimulator that gently stimulates the muscles of the stomach to control the chronic nausea and vomiting symptoms associated with gastroparesis from diabetic or unknown origins.

On [INSERT DATE], [INSERT PHYSICIAN NAME AND TITLE] implanted [INSERT PATIENT NAME IF YOU HAVE PATIENT CONSENT] with [INSERT FACILITY]’s [MILESTONE #] Enterra Therapy device. Today, [INSERT DETAILS OF CURRENT STATUS OF OR A QUOTE FROM THE PATIENT IF AVAILABLE/OF INTEREST, IF YOU HAVE PATIENT CONSENT; PLEASE CONSULT WITH YOUR LEGAL COUNSEL TO ENSURE PROPER CONSENT FORM].

Please let me know if you have any questions and I can facilitate an interview with Dr. [PHYSICIAN NAME] or [PATIENT NAME].

Best,

[INSERT NAME AND CONTACT INFORMATION]

[INSERT FULL TEXT OR PRESS RELEASE]

\*Humanitarian Device. Authorized by Federal law for use in the treatment of chronic intractable (drug refractory) nausea and vomiting secondary to gastroparesis of diabetic or idiopathic etiology in patients aged 18 to 70 years. The effectiveness of this device for this use has not been demonstrated. Enterra Therapy received Humanitarian Device Exemption (HDE) approval from the U.S. Food and Drug Administration (FDA) in 2000.

See full important safety information: https://www.enterramedical.com/important-safety-information/

**Sample Media Pitch #2 Template: Disease Awareness Month/Week/Day**

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

Dear [INSERT NAME],

[OPTION ONE]

Every year, there are approximately 2.5 million gastroparesis-related Google searches, and there are more than 100,000 members of online support communities for gastroparesis.

Gastroparesis is a stomach disease that causes food to digest more slowly than normal, resulting in chronic nausea and vomiting symptoms.

The exhaustion, isolation and frustration of gastroparesis is real and costly:

* Gastroparesis patients experience a higher rate of unemployment, underemployment, and reduced daily activities1,2
* Nausea and vomiting symptoms negatively correlate with gastroparesis patients’ physical and mental health quality of life scores.[[3]](#footnote-3)

[OPTION TWO]

Did you know that in a recent survey, only 4% of people reported that they were satisfied with available treatment options for gastroparesis, a stomach disease that causes food to digest more slowly than normal, resulting in chronic nausea and vomiting symptoms? Gastroparesis is a highly complex and debilitating motility disorder that many people around the country suffer from.\*

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 gastroparesis, as well as treatment options available for those with the condition.

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

* How to recognize the signs of gastroparesis
* Actions to take if you suspect that you may have gastroparesis; and
* Treatment options, including gastric electrical stimulation (GES) with Enterra Therapy\* – a small, surgically implanted device that targets nausea and vomiting from gastroparesis of diabetic or idiopathic (unknown) origin.

You can learn more about [Dr. X] and gastroparesis treatments offered at [INSERT INSTITUTION] by visiting our website at [INSERT HOSPITAL WEBSITE].

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

Best,

[INSERT NAME AND CONTACT INFORMATION]

\*Humanitarian Device. Authorized by Federal law for use in the treatment of chronic intractable (drug refractory) nausea and vomiting secondary to gastroparesis of diabetic or idiopathic etiology in patients aged 18 to 70 years. The effectiveness of this device for this use has not been demonstrated. Enterra Therapy received Humanitarian Device Exemption (HDE) approval from the U.S. Food and Drug Administration (FDA) in 2000.

See full important safety information: https://www.enterramedical.com/important-safety-information/

1. Bagenda, C. (2022, October 28). *Five million people in the U.S. have this long-lasting stomach disease | health enews*. Health Enews. https://www.ahchealthenews.com/2022/10/24/five-million-people-in-the-u-s-have-this-long-lasting-stomach-disease/ [↑](#footnote-ref-1)
2. Yu D, Ramsey FV, Norton WF, et al. The Burdens, Concerns, and Quality of Life of Patients with Gastroparesis. Dig Dis Sci . 2017;62(4):879‐893. doi:10.1007/s10620 017 4456-7 [↑](#footnote-ref-2)
3. 1 Lacy BE, Crowell MD, Mathis C, Bauer D, Heinberg LJ. Gastroparesis: Quality of Life and Health Care Utilization. J Clin Gastroenterol. 2018;52(1):20-244.doi:10. 1097/MCG.0000000000000728

2 Bielefeldt K, Raza N, Zickmund SL. Different faces of gastroparesis. World J Gastroenterol.

2009;15(48):6052-6060. doi:10.3748/wig

3 Yu D, Ramsey FV, Norton WF, et al. The Burdens, Concerns, and Quality of Life of Patients with Gastroparesis. Dig Dis Sci . 2017;62(4):879‐893. doi:10.1007/s10620 017 4456-7 [↑](#footnote-ref-3)