**Template Media Pitch**

Hi [Reporter name],

[Hospital/Physician name] is pleased to offer a new procedure, known as renal denervation (RDN), for certain patients with high blood pressure (or hypertension). Recently approved by the U.S. Food and Drug Administration, The Symplicity Spyral Renal Denervation System – or the Medtronic Symplicity™ blood pressure procedure - is a minimally invasive procedure that targets nerves near the kidneys that can become overactive and cause high blood pressure. The Symplicity blood pressure procedure has been used on over 25,000 patients (both in and out of the U.S.) and is backed by the largest body of clinical evidence surrounding the procedure.

According to the World Health Organization, high blood pressure affects over 1 billion people worldwide, and many people don’t know they have it since symptoms are often hidden. Increasing awareness is key to help fight this condition.

[INSERT PATIENT STORY IF AVAILABLE]

Would you be interested in an interview with [Physician / Patient story]? I would be happy to help facilitate if you’re interested, so please let me know.

Thank you for your time,

[Your Name]