

## Template Press Release

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FOR IMMEDIATE RELEASE: XX/XX/XXXX

### **[Hospital] is helping underserved patient populations get quality healthcare**

[City, State] - [Hospital Name] has launched a health equity initiative that empowers members of the community to become advocates for their own by health by helping them gain a better understanding of their health risks based on their gender, race and lifestyle.

[OPTIONAL OPENING PHRASE] Due to the results of a recent study sponsored by Boston Scientific, we know that there is a need for addressing the levels of care that is currently available to members within our community. As a result, we have compiled information, education and various other condition-specific resources, designed a program specific to addressing [INSERT DISEASE STATE in INSERT DEMOGRAPHIC].

“Studies have shown that [INSERT DISEASE STATE] impacts [INSERT DEMOGRAPHIC] at a disproportionate rate,” said [INSERT DOCTOR NAME/TITLE]. “This is a serious matter that we know needs to be addressed within our community and that is why [INSTITUTION NAME] is leading the way to make this a priority in driving awareness and then doing something about it.”

[VARIABLE COPY BLOCK] INSERT PROGRAM NAME was designed to address [DEMOGRAPHIC] with [disease state], who might not know how to address their symptoms, find treatment for their condition, or in some cases, even have awareness that something is wrong with their health.

[VARIABLE COPY BLOCK] [INSERT RELEVANT STATISTIC FROM TALKING POINTS]

[VARIABLE COPY BLOCK] There will be a screening event on [date] at [location] from [time]. This event provides an opportunity for prospective patients to learn more about their conditions, discuss their symptoms and concerns with local physicians, and discover treatment options in their community.

To learn more, please visit [INSTITUTION WEBSITE].

[INSERT INSTITUTION BOILERPLATE DESCRIPTION HERE]