



# Marketing Outreach Toolkit

## Looking for ways to make your institution stand out?

The HeartFlow Marketing Outreach Toolkit is intended to support your institution's marketing and communications efforts. The resources provided in the toolkit are intended to help increase awareness and educate both physicians and potential patients about your site's use of the HeartFlow Analysis.

We have found that the most successful programs follow the cadence of communications and outreach as noted below.

**STEP 1:** Initiate clinician and hospital staff communications as first line of outreach. Where applicable include Physician Liaison teams in outreach efforts. Create opportunities for peer-to-peer engagement (e.g., Physician Grand Rounds presentations and lunch and learns).

**Tools:** Referring physician letter and event template, newsletter template, staff email, and talking points for clinicians and staff.

**STEP 2:** Create website page and social media posts.

**Tools:** Sample website content and social media posts with graphics.

**STEP 3:** Draft press release for local media. We recommend including a patient story, if available.

**Tools:** Press release template.

Following professional outreach and the preparation of digital and media materials:

**STEP 4:** Launch web page, pitch media and post on social media in unison.

### Additional resources in the toolkit:

- Educational brochures and videos about the HeartFlow Analysis
- Media elements including the company logo and 3D model. B-roll is also available upon request.

If you have any questions or need additional resources, contact [marketing@heartflow.com](mailto:marketing@heartflow.com).

Accessing the toolkit is easy. Visit [www.heartflow.com/toolkit](http://www.heartflow.com/toolkit) to create your account and begin using the resources today!

