

## Local News Outreach Guide for Pain Awareness Month

Pain Awareness Month is an opportunity to educate the public about chronic pain and innovative treatment options. Pain clinics can play a vital role in raising awareness and providing hope to patients.

### Sample Pitch Email

Hi, my name is [Your Name], and I work with [Clinic Name].

September is Pain Awareness Month, a time to recognize the millions of people living with chronic pain and the long, difficult journeys many face in finding relief.

Here's why this matters:

- More than 51 million adults in the U.S. live with chronic pain (that's over 1 in 5 people).
- On average, people suffer for 10 years before finding a treatment that truly works for them.

At our clinic, we're offering a new approach to the [city name] community: physiologic closed-loop spinal cord stimulation. This therapy responds to the body in real time and helps patients manage pain effectively. It's backed by strong clinical evidence and has already made a meaningful difference for many of our patients.

Our lead physician, Dr. [Name], is available to speak about this therapy, the impact it's having, and why awareness and access are so critical.

We'd love to work with your outlet to share this story and help more people understand their options.

Thanks for considering,

[Your Name]  
[Clinic Name]  
[Contact Info]

### Interview Prep Guide

Talking Points:

- Importance of Pain Awareness Month
- Overview of physiologic closed-loop spinal cord stimulation and how it works
- Clinical outcomes and patient success stories
- Why your clinic chose to offer this therapy
- Call to action for patients to seek help