

Media pitch *example*

Example only: Fernhill Labs, its people and the journalist are fictional, and every link, email address and phone number is a placeholder.

TO: PRIYA SHAH, AUSTIN BUSINESS WEEKLY (EXAMPLE)

Subject: Pilot data: dental clinics refilled 62% of same-day cancellations

Hi Priya,

Your piece last month on Austin clinics losing front-desk staff stayed with me, because it is the problem our pilot set out to fix.

Fernhill Labs, an Austin software company, ran a six-month pilot of Chairside at 14 independent dental clinics in Texas and Colorado. The app offers a cancelled appointment to the clinic's waiting list by text, and the clinics filled 62% of same-day cancellations without staff picking up the phone. It launches nationally on 12 November. For small practices short of staff, that is chair time and revenue they were losing every week.

I can share the pilot data clinic by clinic, set up a call with our co-founder Dana Okafor, and put you in touch with a practice manager from one of the pilot clinics. Photos and screenshots are here:

media.fernhill.example/chairside

Would the data or a call with Dana be useful for anything you are working on this month?

Jordan Blake, communications lead, Fernhill Labs. +1 512 555 0142, fernhill.example/press

Follow-up, about a week later, in the same thread

Hi Priya, one more detail since my note: two more Texas clinics have signed up since the pilot ended. Happy to send the clinic-by-clinic data if useful.

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