


# What Reporters Love/Hate in a Pitch

Ariel Cohen, *Inside Health Policy*



## You've Got to LOVE CBD: NEW Valentine's Day Pack For Your Friends and Family

Hi Ariel,

Reaching out to let you know that  [Valentine's Day Pack](#) is now available on their website! Celebrate your loved ones with two customer favorites and give the gift of relief with the new CBDol Relief Stick and our PM Gummies! For a limited time, this **\$95 value combination is available only \$80.**

Benefits include:

- *CBDol Relief Stick provides targeted relief & a no mess application*
- *Gummies are ultra-convenient and portable, plus the most delicious way to take CBD!*
- *Pre-measured with 30mg of CBD and 1.5mg of melatonin per gummy*
- *Sourced from non-GMO industrial hemp grown in the USA through natural farming practices*
- *Oil extracted from aerial plant parts*

If you're interested in a sample, learning more, or connecting with an expert from CBDistillery to discuss the brand's mission on increasing education and transparency in the CBD industry, please let me know and I would be happy to coordinate!

## Fw: EMBARGO: DTC pregnancy test brand Stix adds to product line; launches ovulation tests

Hey

Ever

run into your S.O.'s mom while buying a pregnancy test? No? Well, it sucks. As if taking a pregnancy test wasn't enough to freak out about, there's undeniable "drugstore judgment" felt by women buying reproductive health products.

That's

the kind of paralyzing moment that inspired [REDACTED] to found

[REDACTED] a new DTC brand on a mission to help women feel comfortable purchasing perfectly valid & necessary health products they need, but dread buying.

[REDACTED] **currently offers pregnancy tests and soon will add ovulation tests to their product line (please embargo for launch on Tuesday, February 4th at 10am EST/7am PST).**

This is why I'm so personally passionate about

[REDACTED] **provides peace of mind**

**in moments that are anxiety-inducing on their own and eliminates all of the outside judgment that usually comes with it.**

[REDACTED] tests are:

- **Fairly priced:** Get two tests for a one-time purchase of \$13 or two tests a month for \$10.79
- **Reliable:** FDA-cleared, over 99% accurate, OBGYN-approved early detection pregnancy tests with clear instructions and easy-to-read results
- **Private:** Take the test in the comfort of your own home with fast & free shipping (2-4 days or overnight) -- tests are delivered in a tiny, discreet envelope with no references to pregnancy at all
- **Female founded:** Jamie Norwood and Cynthia Plotch, formerly of Hungry Harvest, both have nightmare stories buying pregnancy tests -- Cynthia once ran into her boyfriend's mom
- **The new ovulation test:** Used to detect fertile days so women can determine when the best time to have intercourse is (whether or not they are trying to conceive)

I've

always had an irregular period (it's early, it's late, it skips a month or comes twice in one month) and because of this I am constantly worried about my cycle and health. Let me know if you're interested in learning more or speaking with either of the founders -- I am happy to connect you.

## Wellness Expert On: Simple Mental Tips for Physical Healing

Ariel,

[Nearly half \(45%,\)](#) of all Americans suffer from at least one chronic illness and more than two-thirds of all deaths are caused by one or more of five chronic diseases: heart disease, cancer, stroke, chronic obstructive pulmonary disease, and diabetes. It's time to stop simply treating the symptoms, and dive into the root cause so we can make lasting improvements in our health and truly heal from the inside out.

Wellness expert and author of the new book and award-winning Netflix documentary *HEAL*, [REDACTED] is sharing simple mental tips for improved physical healing.

Available for expert commentary, articles and more, Kelly can discuss:

- Incorporating forgiveness and gratitude to transform your physical health
- 3 ways to increase positive emotions to incorporate into your daily routine
- Healing factors to apply to chronic stress
- How to combine Western and Eastern medicine to achieve overall health

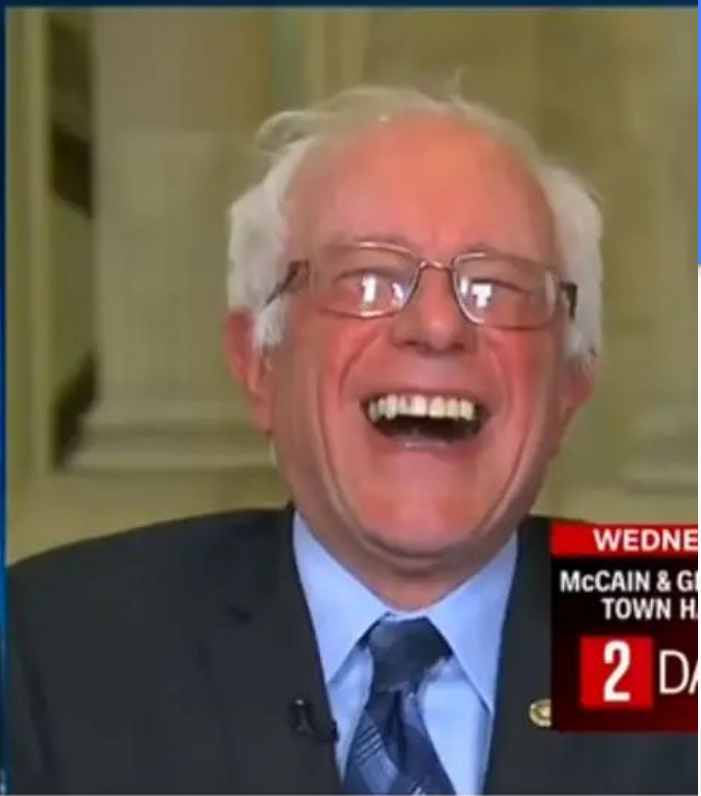
To learn more, please visit [REDACTED]

With warm regards,

# Know the publication and the reporter

For example ... *Inside Health Policy* is

- A D.C.-based trade publication
- Our readers are policy people interested in regulatory and Capitol Hill news
- We do not publish op-eds or guest features
- We don't write about individual, personal health care experiences at the doctor, we write about how new policies impact their health care



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**"NOBODY KNEW HEALTH CARE COULD BE SO COMPLICATED"**

# DC policy reporters LOVE

- Small details in a bill or reg that may otherwise go unnoticed
- Follow ups on our stories -- be specific
- State policy pitches during congressional recess
- Subject lines matter
- Early morning emails, not when we're on deadline (3-5pm)


## RE: [SOURCE] OMB Reviews Medicaid Proposed Rule On Drug Value-Based Pay


**To:** Ariel Cohen <[acohen@jwpnews.com](mailto:acohen@jwpnews.com)>

**Subject:** [SOURCE] OMB Reviews Medicaid Proposed Rule On Drug Value-Based Pay

Hi Ariel,

I saw your [piece](#) on the proposed rule on drug value-based pay. Do you plan to write a follow up?

I was hoping to put you in touch with  who regularly advises pharma and healthcare companies on drug pricing issues and has been closely following developments with this particular proposal to address drug pricing.

Would you be interested in speaking to ? Even if you do not have plans to write an immediate follow up, I'm happy to set up an introductory call for future reporting purposes.

Thank you!  
Sarah



## Re: Flagging: Azar: We Need The Grassley Bill To Lower Drug Costs

Hey Ariel,

All on background, wanted to flag this interview Azar gave in Iowa.

### **HHS Secretary Alex Azar: We Need The Grassley Bill To Lower Drug Costs**

WHO-AM Radio (Des Moines, Iowa)

Jeff Angelo

January 21, 2020

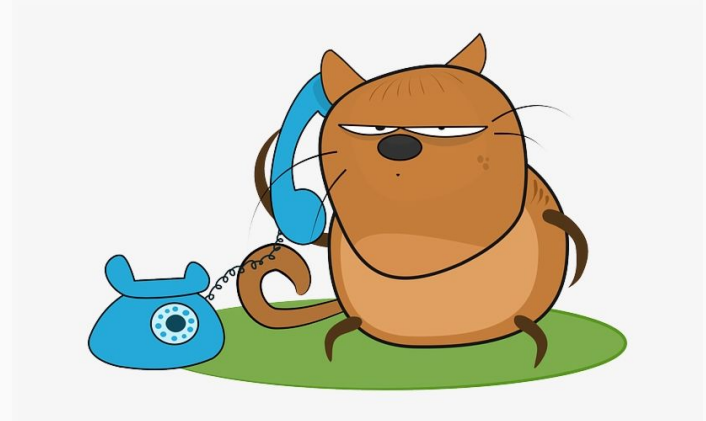
<https://whoradio.iheart.com/content/2020-01-21-hhs-secretary-alex-azar-we-need-the-grassley-bill-to-lower-drug-costs/>

Beginning of the administration leaning into the fight to get Grassley-Wyden brought to a vote by the Senate?

Thought might be an interesting in context of the reporting about Trump's frustration with a lack of progress on drug prices.

# Contacting Us

- Email is almost always better than a phone call
- Follow a reporter on Twitter to see what they're doing. Send DMs
- Days are very scheduled and calls are always coming in from sources; phone pitches can be frustrating



# Any questions?

[acohen@iwpnews.com](mailto:acohen@iwpnews.com)