

## Sample Letter to the Editor

*Writing a letter to the editor of your local news outlet can help raise awareness about PAD in the community. Here are examples of Letters to the Editor on behalf of a vascular physician, patient, and outpatient center administrator.*

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### Physician LTE

Dear Editor,

As a physician, I am observing Peripheral Artery Disease (PAD) Awareness Month, to increase public understanding the risks, effects and treatment options for PAD. A vascular disease that causes narrowing or blockage of arteries in the legs, PAD can result in life-altering limb amputations if not properly diagnosed and treated.

As a vascular specialist, I have treated [hundreds] of PAD patients over the course of my career. So I know the importance of recognizing PAD as soon as possible. With today's technology, minimally invasive procedures can be performed in a physician office setting to improve artery flow significantly, and ultimately save limbs. As a doctor, telling a patient a limb cannot be saved is one of the worst pieces of news to give. That's why early diagnosis is so important, so these effective and life-changing procedures can be performed in time.

I urge all patients to talk to your medical provider if you are experiencing limb pain or unusual discomfort. Early diagnosis and intervention not only save a patient's limb, but potentially a life as well.

During the month of September, I encourage everyone to participate in PAD Awareness month by showing support for the PAD community and helping the public better understand the risks, effects and symptoms of PAD. Visit [www.cardiovascularcoalition.com](http://www.cardiovascularcoalition.com) for more information and resources.

[Insert Physician Name]

### Patient LTE

Dear Editor,

Before I was diagnosed with Peripheral Artery Disease (PAD), I had never heard of the disease. Like many Americans, I had a limited understanding of vascular disease, which I now know if left undiagnosed and untreated can lead to a life of pain, and even worse, the loss of a limb.

When I began experiencing leg pain a few years ago, I attributed it to the aches and pains of getting

older. But as a person [over the age of 50 living with diabetes], my physician informed me that I was at a higher risk of PAD. Through a screening of the arteries in my legs, my physician found a large blockage, which was the cause of extreme discomfort that had rendered me nearly immobile.

It is important to catch PAD in time so you can undergo any necessary endovascular procedures for the best outcome possible. If my doctor had not recognized PAD in time for the in-office procedure, I don't know if I would have my leg today.

During the month of September, which is PAD Awareness month, I encourage others to educate themselves about PAD, which effects an estimated 18 million Americans. Know your risks and the symptoms of PAD. Talk to your medical provider if you are experiencing limb pain or unusual discomfort. I know that my early diagnosis and appropriate screening not only saved my limb, but likely saved my life as well.

Visit [www.cardiovascularcoalition.com](http://www.cardiovascularcoalition.com) for more information and resources.

[Insert Patient Name Here]

## **Administrator LTE**

Dear Editor,

As the Administrator of [Vascular Center] in [Town], I witness the benefits of early diagnosis and appropriate screening of Peripheral Artery Disease (PAD) every day. This September marks PAD Awareness month, a time to increase understanding of the life altering implications of this disease, which causes severe leg pain and can lead limb loss if left untreated.

The importance of maintaining one's vascular health is crucial to overall health, however too many Americans are unfamiliar with vascular disease, and PAD in particular despite the fact that an estimated 18,000 individuals in the U.S. are living with PAD.

Luckily patients have increased access to diagnosis and clinical intervention in the outpatient setting at facilities like [Vascular Center], which deliver quality vascular care in a community setting. With today's technology, minimally invasive in-office procedures can be performed to improve artery flow significantly, and ultimately save limbs. That's why early diagnosis is so important, so these effective and life-changing procedures can be performed in time.

During PAD Awareness Month, I encourage you to know your risks for PAD and understand your treatment options. There is no reason even one American should lose a limb when clinically advanced interventions are available right in our community.

[Insert Administrator Name Here]