PRESS RELEASE SAMPLE TEMPLATE – for PRIOR to Presentation at Scientific Sessions

Research results from [insert name of study] will be presented as an [oral or poster presentation] at the American Diabetes Association’s Scientific Sessions

[insert lead study author name] will present research findings at the American Diabetes Association’s 82nd Scientific Sessions, June 3-7, 2022. [insert lead study author name] conducted a study on [insert high-level description of the study with intended methodology -- no data or brand names of products or company names can be included] to investigate [insert purpose of the study].

The results of this study are [can provide a vague reference to the outcome, such as “interesting,” or “show promise,” or “will impact patient care,” however, again cannot include any specific data (number of patients, outcomes, authors, etc.) or product brand names or company names]. The top-level results will be discussed in [insert investor call or name of meeting] on [insert date and time of the call/meeting].

We are pleased to have the opportunity to present it at the American Diabetes Association’s 81st Scientific Sessions, says [insert lead study author name, position, and institution].

As a reminder, all information contained in the submitted abstract and discussed in [insert date] investor call should be considered preliminary and subject to change until the study is fully presented at the 82nd Scientific Sessions. All information is subject to embargo until [insert applicable abstract embargo date and time].

Contact information
[insert press contact info]

[insert legal disclaimer]

[insert company boilerplate paragraph]