



CASE STUDY

MEDIA RELATIONS & THOUGHT LEADERSHIP: ICAHN SCHOOL OF MEDICINE AT MOUNT SINAI

THE CHALLENGE



The Department of Orthopedics at the Icahn School of Medicine at Mount Sinai is one of the most respected sports medicine teams in the country, but the reputation of the department and its doctors was not prominent enough in the public. Major competitors were spending millions of dollars more in marketing and advertising and dominating the sports medicine media space. The department hired The TASC Group to raise the doctors' profiles in the media to further strengthen the department's reputation, create a thought leadership platform for its unique expertise and attract new patients to the department.

THE STRATEGY



TASC identified high-profile sports injuries, consumer health and wellness, and medical innovation studies and procedures as the story topics that would help generate media attention for the orthopedic doctors and the department's brand. TASC developed relationships with key reporters who cover these issues in the New York metro area and nationally, and regularly pitched the doctors as expert sources for commentary on related topics. These included projected injury recovery times, pain management and fitness trends. TASC also closely monitored the news for reactive opportunities to insert the doctors into breaking stories on high-profile athlete injuries and consumer health trends. TASC also capitalized on the department's unique role as the official Medical Director for the United States Tennis Association.

THE RESULTS



TASC secured more than 100 media placements for Mount Sinai, ensuring that the orthopedic doctors at the Icahn School of Medicine are the go-to source for commentary on sports injuries, fitness trends and bone and joint health for reporters in New York City and nationwide. They have been quoted in nearly every major print and digital outlet covering sports and health in the country, including Shape, U.S. News & World Report, Men's Journal, [ESPN](#), [The New York Times](#), [The Wall Street Journal](#), [ABC News](#), [HuffPost](#), New York Post, the New York Daily News and the [Los Angeles Times](#). As a result of the work, nearly a dozen of the doctors have also been featured in New York Magazine's annual Top Doctors list.

100+ MEDIA PLACEMENTS

BECKER'S
SPINEREVIEW



The New York Times

DAILY NEWS

SHAPE

MEN'S JOURNAL

U.S. News & WORLD REPORT

ESPN

health