Thought Leadership Development and Consumer-Facing PR

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 TASC to raise the doctors’ profiles in the media to strengthen the department’s reputation, create a thought leadership platform for their unique expertise and attract new patients to the department.

Our 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. We 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 topics like projected injury recovery times, pain management and fitness trends. Our team monitored the media 24/7 for opportunities to insert our doctors into breaking stories on top sports players and on consumer health trends. TASC also capitalized on the department’s unique role as the official Medical Director for the United States Tennis Association.

Results: The orthopedic doctors at the Icahn School of Medicine at Mount Sinai have become 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 sports, fitness and glossy magazine in the country, including ESPN, Shape, U.S. News & World Report and Men’s Journal. In addition, they have been consistently covered in every major New York paper including The New York Times, The Wall Street Journal, New York Post and New York Daily News, as well as the top 20 print papers across the country. As a result of our work, nearly a dozen of the doctors have also been featured in New York Magazine’s annual Top Doctors list.