

NEW HOPE FERTILITY CENTER

Healthcare/Fertility



CHALLENGE

New Hope Fertility Center is a private facility located in downtown Manhattan. John Zhang, M.D., Ph.D., M.Sc., HCLD, is a pioneer in fertility. Dr. Zhang has perfected an In Vitro Fertilization (IVF) procedure that goes against all conventional types of therapy by following a woman's natural cycle, rather than bombarding her with powerful, painful and costly pharmaceutical drug injections. Dr. Zhang sought a partner to help highlight the uniqueness of the procedure in the print and broadcast media and increase the number of patients through its doors.

SOLUTION

A carefully crafted plan was developed to position Dr. Zhang as a worldwide expert in fertility research and treatment, and establish New Hope Fertility Center as the leading laboratory in reproductive science. The PR team formulated an "awareness campaign" aimed at both patients and doctors around the country. The procedure was branded as Oral Therapy Minimum Stimulation (OTMS) as part of the campaign. Leveraging the brand maintained the continuity required to educate the media about this highly complicated news topic.

RESULTS

The campaign successfully launched with a front-page, top-fold feature story on Dr. Zhang in the *Wall Street Journal*. The focus was then shifted to the national consumer demographic by placing a story with ABC's *Good Morning America* with *Diane Sawyer* and *Charles Gibson*. The story continued to generate national print and television placements featuring fertility spokesperson Cindy Margolis. Directly attributed to the success of the media campaign treatments per week increased from several to several dozen, requiring the hiring of additional doctors and nurses, and moving the clinic to Park Ave in a space nearly four times the size of the original.

Ultimately, the media campaign was recognized with a prestigious Sabre award¹.

