Mount Sinai Launches New Advertising Campaign

A new chapter is unfolding at the Mount Sinai Health System, one that defines Mount Sinai’s leadership in providing seamless patient care—for you, for life—throughout New York City. It also showcases Mount Sinai’s significant contributions to research and medical education, and highlights innovative collaborations around the world that advance health care. For the first time since the Health System was formed in 2013, this story is being shared with the public in an advertising campaign that was launched in the Sunday, July 19, issue of *The New York Times Magazine*.

The ad campaign is the concluding element of an all-encompassing four-year marketing effort that prominently promoted the Mount Sinai brand across multiple channels, interlocking traditional and new media, to ensure a strong and consistent message. (See page 4.)

This special edition of *Inside Mount Sinai* features the inaugural ad that kicks off the campaign. It spotlights the Health System’s unique strength: that through its seven hospital campuses, 6,100 primary care and specialty physicians, an expanding network of ambulatory and community health centers, and other affiliations and partnerships, it places continuous and coordinated care within the reach of almost all New Yorkers.

**A PANORAMIC VIEW**

The first ad (see pages 2 and 3) features an open panoramic view of a New York City neighborhood, asserting that the Mount Sinai Health System—more than ever—is part of the fabric of New York. The ads were designed by New York-based agency DeVito/Verdi, which had produced the award-winning iconic “Another day, another breakthrough” campaign for The Mount Sinai Medical Center between 2005 and 2010.

“Mount Sinai is one of the most robust health care systems in the nation, and the time has come to tell our story to larger audiences—that we are here for you, for life,” says Kenneth L. Davis, MD, President and Chief Executive Officer, Mount Sinai Health System. “The ads convey to the diverse communities we serve just how special our health care providers are, the deep relationships they have with our patients, and beyond that, a sense of our revolutionary solutions to the challenges facing the health care industry.”

**TRANSFORMATIVE HEALTH CARE**


While this first ad emphasizes Mount Sinai’s impact on community-based health care, a subsequent ad will focus on medical and scientific breakthroughs being made at the Icahn School of Medicine at Mount Sinai.

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— Kenneth L. Davis, MD

“It will reflect our revolutionary model for delivering exemplary health care, doing innovative research to find solutions for the most debilitating conditions, transforming the curriculum for medical school students, and entering into partnerships with industry,” says Dennis S. Charney, MD, Anne and Joel Ehrenkranz Dean, Icahn School of Medicine at Mount Sinai, and President for Academic Affairs, Mount Sinai Health System.

More ads to launch later this year will focus on key clinical service areas and show how experts from various medical disciplines come together to deliver compassionate, personalized care throughout a patient’s lifetime.
East side, west side, all around the town, there’s a Mount Sinai. Because the new Mount Sinai Health System provides exemplary care throughout the entirety of the city. In fact, our footprint even extends into Long Island, Westchester, and Florida.

The system includes seven hospitals. Approximately 6,100 primary care and specialty physicians. More than 140 ambulatory practices and 31 affiliated community health centers. In addition, it maintains more than 40 clinical and academic relationships with local care organizations and physicians serving patients in over 200 community locations throughout the region. Talk about a beautiful day in the neighborhood.

Ironically, Mount Sinai’s number one mission is to keep people out of the hospital. We are moving away from traditional fee-for-service medicine towards population health management. So instead of receiving care that’s isolated and intermittent, patients receive care that’s continuous and coordinated.

Thus the tremendous emphasis on wellness programs designed to help people stop smoking, lose weight and battle obesity, lower their blood pressure, and reduce the risk of a heart attack. Across the street, down the block, around the corner, and without peer. It’s why Mount Sinai is for you, for life.

1-800-MD-SINAI
mountsinaihealth.org

MOST NEW YORK NEIGHBORHOODS HAVE A DELI, A DRY CLEANERS, A CHINESE RESTAURANT AND A MOUNT SINAI.
In 2011, Mount Sinai embarked on a strategy—across many digital and traditional channels—to ensure a consistent message of growth, strength, and excellence.

It began with the first steps to develop a new logo, and with it, a mission, vision, and values to propel the institution forward as health care in the United States took a revolutionary turn.

“The new logo and brand served as a focal point for our marketing efforts and became a metaphor for the multiple and growing parts of Mount Sinai working together to create something new,” says Leonard Achan, RN, MA, ANP, Chief Communications Officer and Chief of Access Services, Mount Sinai Health System, and Senior Associate Dean, Global Communications, Branding and Reputation, Icahn School of Medicine at Mount Sinai. “After we formed the Health System and rebranded our hospitals, our messages of exemplary patient care, innovations in research and education, as well as community service, were consistently broadcast throughout all of our marketing channels.”

Additionally over the past four years, thousands of lab coats and uniforms, stationery items, newsletters, and brochures were rebranded, as well as 1,050 exterior and interior signs, and 25 vehicles and ambulances.

Other marketing efforts resulted in a significant increase—of nearly 200 percent from 2011 to 2012—in earned media for the number of feature stories on Mount Sinai or its experts. Increases continue to average 45 percent year to year.

Mount Sinai’s social media program, also initiated in 2011, now has one of the largest footprints among health care organizations in the nation, operating more than 46 social media channels. By December 2014, The Mount Sinai Hospital, by itself, had received more than 100,000 likes on Facebook, making it the first hospital in the New York City area, and one of seven hospitals in the nation, to achieve this milestone.

Over recent years, Mount Sinai has also created 44 digital infographics that have generated more than 90,000 shares. Several of them have won top honors.

In June, the Icahn School of Medicine at Mount Sinai launched Phase One of a transformational project to build a new website optimized for mobile devices and social media sharing, and including a new events calendar module. Work is now in progress on the next phase, a new website for the Mount Sinai Health System. See “A Timeline of Marketing Milestones” below.

To Mr. Achan, this is a momentum that is expected to continue in 2015, and through 2016 and beyond, as Mount Sinai unveils its new advertising campaign and builds on these and other media successes.

Mount Sinai’s new ads will be featured on www.mountsinai.org/advertising

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A Message of Growth, Strength, and Excellence

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A Timeline of Marketing Milestones

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<th>2011</th>
<th>2012</th>
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<tr>
<td>■ Launch of digital and social media platforms</td>
<td>■ The Mount Sinai Medical Center debuts new logo and brand</td>
<td>■ The rebranding of Mount Sinai Health System signage begins</td>
<td>■ The Mount Sinai Hospital reaches 100,000 likes on Facebook</td>
<td>■ Phase One launch of new Icahn School of Medicine at Mount Sinai website, optimized for mobile devices and social media sharing</td>
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<td>[Facebook logo]</td>
<td>[Twitter logo]</td>
<td>![Mount Sinai logo]</td>
<td>![100,000 likes]</td>
<td>![Phase One launch]</td>
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<td>■ Infographic below continues to rank No. 1 on visually website</td>
<td>![Nearly 200 percent increase in earned media for feature stories from 2011 to 2012]</td>
<td>■ Mount Sinai presents at the Aspen Ideas Festival</td>
<td>■ NurseJournal.org ranks Mount Sinai among top five social media-friendly hospitals</td>
<td>■ Aspen Ideas Festival social media campaign: more than 16.2 million impressions and 8,300 interactions</td>
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