

A medical school looking to Silicon Valley for inspiration? Well, yes. But this is not just any medical school. It's the Icahn School of Medicine at Mount Sinai, with leaders who had the vision to see that the principles that changed people's lives could be used to help save them.

Almost overnight, academic medicine's traditional, old-school approach was no longer viable. A new

model was essential — a model exemplified by tech companies in Silicon Valley.

So three thousand miles to the east, in New York City, we created a culture of innovation that emphasizes creativity, disruptive thinking, entrepreneurship and collaboration.

To say it's a radical departure is something of an understatement. Yes, two plus two still equals four.

But rather than going step by step, the goal is to make bold, conceptual leaps. Impatience is a virtue. Failure is an integral part of success, and no journey is as exhilarating as going out on a limb.

Naturally, we hired some of Silicon Valley's key players: mathematicians, engineers, and computer and data scientists. In that same spirit, we actively recruit multi-talented, multifaceted students who

are primed to challenge convention and change the world of medicine.

So let's give credit where credit is due. In order to rewrite the book on medicine, we took a page out of Silicon Valley's book.

1-800-MD-SINAI
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SILICON VALLEY

IS SO INNOVATIVE, WE'VE ADOPTED THEIR PRINCIPLES AND
RECRUITED THEIR PRINCIPALS.

