

ANNE KLEIN COMMUNICATIONS GROUP

Introducing a Top-Tier Cancer Center to a New Community One in a Series of Award-Winning Solutions

The Challenge:

Generate in-depth media coverage in regional daily and weekly publications for the new, advanced Memorial Sloan-Kettering Cancer Center (MSKCC) facility in Basking Ridge, N.J.

Results:

- Campaign generated major in-depth coverage in key regional publications, including the Newark *Star-Ledger*, New Jersey's leading newspaper, as well as several key local publications.
- All articles were overwhelmingly positive, highlighting the important advancements in patient care and comfort the facility offers – the core of the program's key messages.
- All articles featured photographs and interviews with MSKCC spokespersons with several front-page placements.
- Campaign yielded a publicity value that represented a 1,500 percent return on investment; generated more than 560,000 media impressions.
- MSKCC's director of communications noted, "[Anne Klein Communications Group has] a very effective team, and I very much appreciate your quick turnaround and help in meeting the PR goals for this [Basking Ridge] facility.

Background:

In October 2006, MSKCC opened its new cancer care facility in Basking Ridge, N.J. The advanced facility brought the high-quality care that patients from around the world have come to expect from MSKCC to an easily accessible location (particularly for the 17 percent of MSKCC's patients who live in New Jersey). The facility was designed from a patient's perspective, constructed to be as comforting to patients as possible while protecting their privacy.

The Campaign:

Having been brought into the MSKCC project just six weeks before the scheduled Open House ceremony, Anne Klein Communications Group snapped into action, interviewing key MSKCC executives involved with the new facility's planning; researching the media landscape of MSKCC coverage in recent months; and developing key messages and media relations materials – namely, a news release, media advisory, fact sheet and photo captions. All materials used in the campaign highlighted three elements: the convenience of the location for MSKCC's patients; the state-of-the-art technology housed in the new facility; and the attributes built into the facility to ensure patient comfort and privacy.

AKCG followed up with concise pitches to reporters at key media outlets, and worked with the media to get them the information and access they needed. The campaign culminated in a successful Open House event, where AKCG was on hand to escort media through the facility.

In addition to the short-term success of the campaign, the outreach to support the new facility's launch opened doors with reporters from top-tier media throughout the region. In fact, since AKCG's initial outreach, one reporter from a top-tier news channel has expressed an interest in filming a regular news segment at the new facility.

To learn more about how Anne Klein Communications Group can help your organization successfully introduce new products or services, please call 856-988-6560 and ask for Anne Klein or John Moscatelli.