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KMR CASE STUDY

REPRESENTING DR. SANAM HAFEEZ

Neuropsychologist and Teaching Faculty,
Columbia University

WWW.COMPREHENDTHEMIND.COM



Katherine M. Rothman
Founder and CEO

CLIENT TESTIMONIALS

Dr. Sanam Hafeez

Neuropsychologist and Columbia Faculty

New York



"I am consistently impressed with their creativity and knowledge of what garners media attention. Neuropsychology is layered and complex and the KMR team really knows how to simplify concepts that resonate with people."

Dr. Sanam Hafeez
Neuropsychologist
Columbia Faculty

www.comprehendthemind.com

KMR has been representing me since early 2015 and I am consistently impressed with their creativity and knowledge of what garners media attention. Neuropsychology is layered and complex and the KMR team really knows how to simplify concepts that resonate with people. Thanks to KMR and their broad range of pitch ideas and media contacts, I've been called upon to comment on many different topics such as body image, bullying, social media addiction, parenting, relationships, workplace issues, and even the 2016 Presidential Election. The team has secured over 500 media placements including Fortune.com, Foxnews.com, the now-defunct Nancy Grace show, CNN, WebMD, ReadersDigest.com, WNBC TV New York, The New York Daily News, TeenVogue.com, Bustle.com, Glamour.com, Yahoo.com, Goodhousekeeping.com and US News and World Report. KMR is a PR firm that listens to its clients but it also very proactive in guiding and coaching one through the maze of PR. I highly recommend them!

OVERVIEW

BACKGROUND

Dr. Sanam Hafeez, is a NYC based licensed clinical neuropsychologist and teaching faculty member at the prestigious Columbia University Teacher's College who specializes in ADD, ADHD, anxiety, depression, PTSD, and other conditions. Her practice is based in Queens, New York.

Dr. Hafeez wanted to gain exposure for herself as an accomplished psychotherapist but knew she also needed support with updating her website and understanding social media. She wanted a PR firm who can help her become a regular featured expert on national TV based in New York City. She also wanted consistent press coverage online and on top tier national print.

OBJECTIVE

- Have Dr. Hafeez featured throughout all types of media including TV, Print and Online.
- Establish Dr. Hafeez as a go-to expert in her field for media contacts working on stories relative to her specialty.
- Populate the clients' website with media clippings for further marketing of her psychotherapy practice in New York.

CAMPAIGN

STRATEGY

Strategic Outreach: KMR Communications began first by positioning Dr. Hafeez as a media friendly expert who could comment on a vast array of mental health related topics.

Content Creation: KMR crafted customized content articles featuring Dr. Hafeez as the quoted expert offering insights and tips on anxiety, social media addiction, relationship issues, depression, school violence, emotional abuse, emotional eating and even the Presidential election.

360° Media Relations: Pursue all forms of media including newspapers, magazines, broadcast, and Internet (Web sites, blogs, social media, etc).

Pitching the Media: KMR put it's contact list to work. We regularly approached top tier media based in New York City offering Dr. Hafeez as a trusted reputable, media trained expert who can arrive to a studio within an hour.

Media Training: KMR helped Dr. Sanam Hafeez prepare for interviews with media training. This only enhanced her appeal with media as a knowledgeable and engaging on air personality.

INITIATIVES

- KMR quickly began aggressive and consistent media outreach across all relevant target categories (mom bloggers, writers covering parenting, wellness, health).
- Maintained a consistent flow of media coverage with top tier in-line and offline press.
- KMR leveraged relationships with media who would then return to ask for Dr. Hafeez to provide insights and comment on various topics.

RESULTS

EXECUTION

KMR provided Dr. Hafeez with day-to-day media relations support, secured an opportunity to serve as a recurring expert on Nancy Grace and continued to maintain relationships at CNN after Nancy Grace ended. KMR targeted traditional print media, bloggers and radio outlets. Dr. Hafeez, a long-term KMR client has been established as a go-to resource for media seeking quick turnaround for their articles from a knowledgeable expert on various topics where comments from a psychotherapist are needed.

OVER 1000 MEDIA PLACEMENTS SINCE THE START OF OUR CAMPAIGN

TOP PLACEMENTS INCLUDE:

Yahoo.com - 2,316,872,970 UVPM

- **Does Selena Gomez's New Haircut Represent Something Deeper?**
- <https://www.yahoo.com/lifestyle/does-selena-gomez-apos-haircut-224500328.html>

MSN.com - 545,196,300 UVPM

- **Teen Cellphone Addiction: How bad has it gotten?**
- <https://www.msn.com/en-sg/lifestyle/lifestylegeneral/teen-cellphone-addiction-how-bad-has-it-gotten/ar-AAuBUqw>

Bustle - 16,349,302 UVPM

- **Why You're Still Rooting For Jaime Lannister On 'Game Of Thrones', According To Experts**
- <https://www.bustle.com/p/why-youre-still-rooting-for-jaime-lannister-on-game-of-thrones-according-to-experts-75811>

Refinery29 - 16,243,486 UVPM

- **Heat Waves Might Actually Affect Brain Function, According To A New Study**
- <https://www.bustle.com/p/heat-waves-might-actually-affect-brain-function-according-to-a-new-study-9740583>

Fox News TV/ Foxnews.com - 107,898,150 UVPM + Television Viewers

- **Teen Cellphone Addiction: How bad has it gotten?**
- http://www.foxnews.com/health/2018/01/12/teen-cellphone-addiction-how-bad-has-it-gotten.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+foxnews%2Fhealth+%28Internal+-+Health+-+Text%29

Elite Daily - 10,169,862 UVPM

- **How Does Music Affect Your Memory? Here's Why The Connection Between The Two Is So Strong**
- <https://www.elitedaily.com/p/how-does-music-affect-your-memory-heres-why-the-connection-between-the-two-is-so-strong-16421660>

RESULTS

TOP PLACEMENTS INCLUDE:

SheKnow.com - 11,512,581 UVPM

- **6 Reasons After-School Activities Are Worth the Effort**

- <http://www.sheknows.com/parenting/articles/964098/6-reasons-why-after-school-activities-are-worth-the-effort>

MSN.com - 545,196,300 UVPM

- **Teen Cellphone Addiction: How bad has it gotten?**

- <https://www.msn.com/en-sg/lifestyle/lifestylegeneral/teen-cellphone-addiction-how-bad-has-it-gotten/ar-AAuBUqw>

NBCNEWS.com - 46,489,620 UVPM

- **How Often Do Happy Couples Have Sex? Less Than You Think**

- <https://www.nbcnews.com/better/health/how-often-do-happiest-couples-have-sex-it-s-less-ncna828491>

Fox News TV/ Foxnews.com - 107,898,150 UVPM + Television Viewers

- **Teen Cellphone Addiction: How bad has it gotten?**

- http://www.foxnews.com/health/2018/01/12/teen-cellphone-addiction-how-bad-has-it-gotten.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+foxnews%2Fhealth+%28Internal+-+Health+-+Text%29

Maxim.com - 3,326,130 UVPM

- **This Is How Much Sex The Happiest Couples Have, Says Science**

- <https://www.maxim.com/maxim-man/how-much-sex-happiest-couples-2018-2>

Bustle - 16,349,302 UVPM

- **11 Interesting Work Habits That Might Mean You Have ADHD**

- <https://www.bustle.com/p/11-interesting-work-habits-that-might-mean-you-have-adhd-7606682>

Refinery29 - 16,243,486 UVPM

- **Does Selena Gomez's New Haircut Represent Something Deeper?**

- <http://www.refinery29.com/2018/02/190326/selena-gomez-new-hair-meaning>

Bustle - 16,349,302 UVPM

- **How To Deal With A Bad Valentine's Day, According To Experts**

- <https://www.bustle.com/p/how-to-deal-with-a-bad-valentines-day-according-to-experts-15831299>

www.DoctorOZ.com - 618,000 UVPM + Television Viewers

- **Dr. Sanam Hafeez Explains What's in "Smart Pills"**

- https://www.doctoroz.com/episode/do-smart-drugs-work-we-test-them-so-you-don-t-have?video_id=4518086514001

CONTACT US



You have seen what we can accomplish, reach out to see what we can achieve for you. **Schedule Your Complimentary Consultation with our CEO, Katherine M. Rothman, today!**

[KMR Communications](#)

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