



## Creating a Physician Luminary

"The news that CoActive has garnered for Pamel Vision & Laser Center surrounding the launch of the Verisyse™ Intraocular Lens has been a key driver for recruiting new patients into our practice. We were covered by nearly every major news station in New York City, including FOX-TV, WABC-TV and UPN-TV. This far exceeded my expectations."

"In addition, CoActive has been extremely professional in all respects and pros at developing materials that convey complex medical concepts in interesting and understandable terms to both consumers and lay media."

Gregory J. Pamel, MD

**History:** Gregory G. Pamel, M.D. is a New York City ophthalmologist specializing in cataract and refractive surgery. As the principal investigator for the new Verisyse™ Intraocular Lens (IOL), Dr. Pamel had performed the most IOL implantation procedures with this device than any other ophthalmologist in the country.

**Challenge:** A highly experienced and well-regarded surgeon, Gregory J. Pamel, MD sought public relations support to boost his practice and reach patients that were ineligible for laser vision correction. Despite his experience, other physicians had achieved "celebrity status" in ophthalmology and Dr. Pamel needed help breaking into the arena.

**Solution:** CoActive worked to cross-promote Dr. Pamel and the IOL procedure both before and immediately following FDA approval in the Metro New York area. Our goal was to remind the local media that Dr. Pamel is the most experienced IOL surgeon in the country performing the newest and most groundbreaking ophthalmic procedures.

**Results:** Dr. Pamel was covered by every New York television station including affiliates for the FOX, NBC, UPN and ABC television networks, as well as being featured on the Discovery Channel's SHOW. In addition, CoActive secured media coverage in the million-plus circulating publications *Health Magazine* and *Woman's World*. Dr. Pamel has received numerous patient referrals due to this media coverage, as well as invitations to submit articles to the leading ophthalmology trade magazines and opportunities to speak and teach courses at major industry events.