

Overview

[Dr. Hamid Abbasi](#) reached out to Haas Communications during the COVID pandemic, seeking help in raising awareness about a minimally invasive spinal fusion technique. The Minnesota-based practice, [Inspired Spine](#), deploys the technique to help patients across the country who have previously been told they have a higher-than-average risk of not surviving major back surgery: those who are severely overweight, have a chronic health condition, or the elderly.

At a time when clinics, hospitals and media were discouraging in-person appointments, particularly for individuals at a higher risk of complications should they contract COVID, Inspired Spine wanted to let these desperate patients know that since its surgery technique was less risky with far less down time compared to most major back surgery techniques – 1.5 days in the hospital versus 6.5 – it minimized their chances of contracting COVID.

Many of these patients were in excruciating pain. It was a particularly cruel circle for those too obese to risk the typical major back surgery, as the pain made it impossible for them to exercise so they could get to a weight that made the surgery safe for them. Their weight, however, was not a barrier for Inspired Spine's technique.

By prioritizing a medium when many more people were housebound than television – Haas Communications was able to bring Dr. Abbasi into the living of even more people. The stories then spread to print and online publications, including Forbes magazine. The result for Inspired Spine's business? Appointments to the clinic increased dramatically, at times garnering Inspired Spine [with over \\$100,000 in ROI](#). Follow-up interviews demonstrated successful and often dramatic patient outcomes.



usual –
rooms

Dr. Abbasi also trains other neurosurgeons across the country on the technique, and now this increased education and awareness will reach even greater penetration levels to improve lives everywhere.

Client Information



inspired
spine

Inspired Spine Chief Medical Officer Dr. Hamid R. Abbasi, MD, Ph.D., FACS, FAANS, is a board-certified neurosurgeon and an internationally recognized expert in minimally invasive spinal surgery. He believes the risks and damage of traditional open surgery often outweigh the benefits to patients.

Dr. Abbasi has dedicated the last 20 years to researching and perfecting Inspired Spine's advanced fluoroscopic minimally invasive spine surgery procedures. His aim has been to improve results not merely 10% to 15%, but by 100% or more. His work has made him one of the leading authorities in minimally invasive treatments of the spine and one of the most experienced surgeons performing the revolutionary OLLIF (Oblique Lateral Lumbar Interbody Fusion) procedure.

Challenges & Goals

Haas Communications Principal Christine Haas had to coach her client in messaging that seemingly contradicted much of that in the media during the COVID pandemic: It's okay for health-compromised back patients in pain to

have this minimally invasive spine surgery. The goal was to gain media attention with a call to action to patients so that they could live healthier lives at a time when health was on everyone's mind.

Approach

By taking advantage of a somewhat captive, homebound public and utilizing television for many of Dr. Abbasi's media interviews, Haas Communications was able to present a calm and compassionate physician who could reassure *and* reinforce that by having this minimally invasive surgery, people unable to perform everyday tasks would be able to lead better, healthier lives, now and in the future.

Results



By securing television interviews for Dr. Abbasi, and then following up and broadcasting patient success stories, Haas Communications principal Christine Haas was able to give her client over \$100,000 in ROI for their business and media coverage that spanned the nation:

- In one NBC interview in Columbus, Ohio, a 300-lb. man saw the interview, did a telehealth call with Dr. Abbasi and then flew to Minnesota to have the surgery. Within a short timeframe he began improving and losing weight. NBC then had Dr. Abbasi back on with photographs to demonstrate the man's progress. The story then gained additional traction.
- KSTP Minneapolis featured Dr. Abbasi and within a few days of that interview, he had over 10 new patient appointments.



Some examples of the coverage:

<https://www.twincitieslive.com/?s=inspired+spine+>

<https://www.forbes.com/sites/stephanieburns/2021/04/25/the-compelling-case-for-patents-dominate-your-industry-and-stand-out/?sh=10368deb2138>

<https://www.wfla.com/bloom/alternative-treatment-to-back-surgery/>

<https://kdvr.com/on-air/colorados-best/inspired-spine-innovative-back-surgery/>

<https://katu.com/afternoon-live/lifestyle-health/revolutionary-procedure-for-spinal-surgery>

<https://spotonflorida.com/southeast-florida/2701060/least-invasive-procedures-for-healing.html>

<https://money.yahoo.com/inspired-spine-study-demonstrates-effective-183400154.html>

About Haas Communications

Haas Communications was founded by veteran news anchor and investigative reporter, Christine Haas, with the mission of being THE premier marketing and communications agency, applying results-driven strategies to help clients achieve their most ambitious marketing goals and communications objectives. With her extensive background as an investigative reporter and on-camera experience, Christine quickly rose to become one of the most sought-after media training professionals in the country. Christine also leads the Haas Communications team as they offer strategic public relations services, media relations counsel, broadcast interview training and presentation coaching to a wide variety of clients around the world.