

Case Study



DR. CHRISTINE GOERTZ, DC, PhD

From Research Authority to a National Voice on Evidence-Based Back Pain Care



Client Overview

With more than 35 years of experience, Dr. Christine Goertz has established herself among the nation's leading spine-health researchers, clinicians, and public educators.

Her record includes **nearly \$45 million in federal research funding** and **more than 135 peer-reviewed publications**, placing her among the most credentialed voices in nonpharmacological pain research.

Yet leadership understood an important reality:

Deep scientific authority does not automatically translate into public visibility.

Much of Dr. Goertz's influence remained concentrated among researchers, clinicians, and specialized professional communities, while patients, employers, and healthcare decision-makers navigating back pain rarely encountered her work.

Dr. Goertz wanted to become more than a respected name within academic circles. She wanted to become a trusted national voice patients and decision-makers turned to for evidence-based guidance.

The Challenge

Low back pain is one of the most common, most misunderstood health conditions in America.

Patients searching for answers encounter conflicting advice, fear-based messaging, viral "quick fixes," and uncertainty about which treatments the evidence actually supports.

The greatest challenge was not Dr. Goertz's expertise.

The challenge was visibility.

Her authority was well established within academic, clinical, chiropractic, and pain-research communities. However, outside those circles, she remained largely unknown to the patients, employers, and healthcare decision-makers who needed her guidance most.

Dr. Goertz needed a public platform equal to the value of her expertise, **without diluting the science or relying on sensational, fear-based, or anti-medicine messaging.**

So, **JOTO PR Disruptors™** built the strategy around a core **Anti-PR® principle**: attack the confusion, not chase the audience.

Anti-PR® Strategy:

Translating Research Into Public Understanding

JOTO PR translated Dr. Goertz's scientific knowledge into timely, accessible narratives that journalists and public audiences could immediately understand.

Rather than building the campaign around everything wrong with healthcare, the strategy emphasized what people needed to know to make better-informed decisions.

The messaging centered on four public-education themes:

Most Low Back Pain Is Manageable

Pain does not always indicate serious physical damage. Clear information can help people approach recovery with greater confidence and less fear.

There Is No Universal Quick Fix

Low back pain can be influenced by physical, psychological, social, and lifestyle factors. Recovery is rarely one-size-fits-all.

Movement Matters

For many people, gentle movement and gradual activity are important parts of recovery, not something that must always be avoided.

Patients Need Clearer Information

People deserve practical, research-backed guidance that helps them understand their options and participate more confidently in their care.

This positioning presented Dr. Goertz not merely as someone who studies low back pain, but as a credible public educator capable of making modern pain science understandable and useful.

Execution

In less than 60 days, JOTO PR Disruptors™ began moving Dr. Goertz's authority beyond academic and clinical communities and into television, national business media, workplace conversations, and public health education.

A Spectrum News 1 interview aired 56 times within 24 hours across Rochester, Syracuse, Buffalo, and Albany.

Inc. Magazine expanded Dr. Goertz's positioning into national business and workforce conversations through an interview about workplace back pain and employee productivity.

Authority Magazine provided a thought-leadership platform for discussing low back pain, patient empowerment, and Whole Health principles.

Broadcast and online coverage extended her visibility across California, New York, Florida, West Georgia, and East Alabama.

Client Impact

Before the campaign, Dr. Goertz's authority was strongest among people who already understood the value of her research.

Within the first 60 days, her expertise began reaching broader audiences through television, business media, workplace conversations, and thought-leadership platforms.

Her public narrative began evolving from:

"Dr. Christine Goertz studies low back pain."

To:

"Dr. Christine Goertz is becoming a trusted national voice helping people understand low back pain through evidence-based, whole-health guidance."

That distinction matters.

AS FEATURED IN



Campaign Result Impact Delivered

Campaign Result	Impact Delivered
Total media stories published	10, including a feature by Inc. Magazine
Television opportunities	6 — rapid broadcast momentum, 4 interviews within 8 days
Spectrum News broadcasts	56 across 4 New York markets
Potential audience reach	49.6 million
Campaign duration	60 days
Documented publicity value	\$1,039,800

Selected Media Highlights

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About Dr. Christine Goertz

Dr. Christine Goertz, DC, PhD, is a nationally recognized spine-health researcher, clinician, professor, and public educator with more than 35 years of experience.

Her work has been supported by nearly \$45 million in federal research funding and reflected in more than 135 peer-reviewed publications on evidence-based, nonpharmacological approaches to pain care.

Through JOTO PR Disruptors' Anti-PR® methodology, her research-backed guidance is reaching patients, employers, and healthcare decision-makers well beyond academic and clinical circles.