

Bryant Brown Healthcare and Jumpstart align to help early-stage medical device and diagnostics companies

The alliance delivers marketing and branding expertise to help companies reach the first, or next, stage of brand awareness

LOS ANGELES, CALIFORNIA (CA), UNITED STATES, October 25, 2023 /EINPresswire.com/ -- [Bryant](#)

[Brown Healthcare](#) has formed a collaboration with [Jumpstart](#) to help early-stage device and diagnostics companies raise market awareness.

“

At certain periods in their growth, early-stage companies need marketing know-how immediately. Yet, they may be reluctant to add headcount and budget before launching a product.”

Debbie Feinberg, Jumpstart founder

Says Debbie Feinberg, Jumpstart founder, “At certain periods in their growth, early-stage companies need marketing and branding know-how immediately. Yet, they may be reluctant to add headcount and budget to their commercialization team before launching a product and generating revenue.”

Adds Bryant Brown partner Bob Brown, “These companies may need help with initiatives such as voice of customer research, audience segmentation, message development, product positioning, tactical support, and launch planning.”

The Bryant Brown–Jumpstart alliance develops flexible, cost-effective, interim solutions to help early-stage companies rapidly and efficiently move to commercialization and raise brand awareness among both medical professionals and consumers.

The goal is to help build a strong foundation for brands and act in any capacity needed: strategist, tactician, creative partner, problem-solver.

For more information about the Bryant Brown–Jumpstart collaboration, email bob@bryantbrown.com or dfeinberg@jumpstartsandiego.com.

About Jumpstart

Debbie Feinberg, founder of Jumpstart, has more than 25 years of experience in medical device and diagnostics marketing and sales. She has direct knowledge of the market and a track record of success in developing marketing and sales plans in this arena for companies including Accumetrics, Human Longevity, Quidel, and Sense Biodetection. Additionally, her work with consumer products with brands including the Thermoscan® ear thermometer, Nature Made® vitamins, and the ReliefBand® anti- nausea device provides insights to retail channels.

About Bryant Brown Healthcare

With more than 25 years of experience in medical marketing and

communications, Bryant Brown Healthcare delivers impactful, strategic-driven branding and marketing solutions for medical device and diagnostics manufacturers, pharmaceutical companies, disruptive technologies, hospitals and health systems, home healthcare organizations, and more. The agency has worked with start-ups and blue-chips worldwide such as Apria Healthcare, Avanos Medical, Guardant Health, Hologic, Natera, UCLA Health, and Ultromics. Experience also includes extensive work with Sense Biodetection and Quidel, where Bryant Brown and Debbie Feinberg first collaborated – as agency and client.

Bob Brown

Bryant Brown Healthcare

+1 310-406-2460

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)



Healthcare Advertising



Bryant Brown Healthcare and Jumpstart

This press release can be viewed online at: <https://www.einpresswire.com/article/663867183>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable

in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.