



HeadSafe Appoints HeadFirst Dx as U.S. Commercialization and Distribution Partner

Partnership expands access to objective brain assessment technology for healthcare providers, hospitals, sports medicine programs, and concussion specialists.

MINNEAPOLIS, MN, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- HeadSafe today announced the appointment of HeadFirst Dx as its U.S. commercialization and distribution partner, marking a significant step in the nationwide rollout of Nurochek-Pro by HeadSafe, its FDA-cleared portable brain assessment system designed to support objective concussion evaluation.

HeadFirst Dx will spearhead the U.S. commercialization of HeadSafe's innovative brain assessment technology, driving adoption across healthcare, sports medicine, education, and athletic organizations nationwide.

The partnership marks an important step in advancing concussion assessment beyond traditional subjective measures. By combining HeadSafe's innovative technology with HeadFirst Dx's commercialization expertise, the companies aim to accelerate the adoption of objective brain function data in clinical decision-making and expand access to more informed concussion assessment nationwide.

HeadFirst Dx is a nationwide medical technology commercialization and distribution company focused on advancing concussion care. Drawing on more than 30 years of combined experience in diagnostics, medical devices, and healthcare commercialization, the company partners with medical technology manufacturers to accelerate market adoption through physician engagement, clinical education, market development, and customer support.

"Nurochek represents exactly the type of technology we created HeadFirst Dx to commercialize," said William Uribe, Founder of HeadFirst Dx. "Its ability to deliver fast, objective brain function data has the potential to change how concussions are evaluated, and we're proud to bring this technology to clinicians across the country."

Nurochek-Pro by HeadSafe is an FDA-cleared, portable brain assessment system that uses electroencephalogram (EEG) in conjunction with visual evoked potential (VEP) technology to deliver objective brain function data in approximately two minutes. Requiring no baseline test, Nurochek-Pro is designed for practical use across a broad range of clinical and point-of-care

settings.

“Our goal is to put objective brain assessment technology into the hands of the clinicians and athletic trainers who need it,” said Philip Gower, Chief Strategy and Commercial Officer of HeadSafe. “HeadFirst Dx brings the commercial expertise and market reach to accelerate adoption of Nurochek-Pro across the United States. Together, we can expand access and help advance more informed concussion care.”

The partnership strengthens HeadSafe’s U.S. commercial presence and expands the infrastructure needed to support the adoption, training, and ongoing use of Nurochek-Pro nationwide.

Discover more at headsafes.com.

About HeadSafe

HeadSafe is a brain health technology company focused on advancing objective brain assessment through innovative neurological diagnostic solutions. Its flagship product, Nurochek by HeadSafe, is an FDA-cleared portable brain assessment system designed to support objective concussion evaluation by providing clinicians with rapid brain function data in real-world care settings. HeadSafe’s mission is to improve brain injury assessment by delivering fast, objective, and accessible technologies that help clinicians make more informed decisions.

About HeadFirst Dx

HeadFirst Dx is a nationwide medical technology commercialization and distribution company dedicated to advancing concussion care through innovative neurological diagnostic solutions. The company partners with medical technology manufacturers to accelerate commercialization through nationwide sales representation, physician engagement, clinical education, market development, strategic consulting, and distribution support. HeadFirst Dx serves healthcare providers, hospitals, health systems, sports medicine physicians, neurologists, concussion clinics, athletic organizations, and healthcare professionals throughout the United States.

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