

KIBIT
Marketing

Helping health tech
startups grow
and flourish.



Need help building your brand, telling your story and fueling your sales funnel?

For most health tech startups, paving the way to commercial success is filled with uncertainties. What should you be doing to create awareness, drive demand and win new deals?

Engaging an industry expert who has “been there, done that” can minimize the roadblocks!

Hi, I am Joy Efron of Kibit Marketing, a virtual “army of one” available to serve as a fractional member of your team or a project-based contractor.

I have spent more than two decades as a senior executive with multiple health tech startups, building and growing marketing, product management, sales and business development disciplines. I am accustomed to operating simultaneously at the highest level of overall strategy and the most detailed level of tactical execution. I have done it all, A to Z, soup to nuts, in a completely hands-on fashion. I am able to formulate plans, collaborate on decisions, launch multi-channel programs and produce a wide variety of tangible assets.

My clinical, technical and business acumen is significant, and my writing, research and design skills are keenly honed. I have considerable experience with SaaS, FDA-cleared SaMD and AI solutions for hospitals, health systems, physician groups, payors and life sciences, and I have in-depth knowledge of cardiovascular medicine, orthopedics, endocrinology, oncology and primary care, among other areas of specialty.

Let's explore the possibilities. Contact me today!

Content Assets

- Literature
- eBooks
- White papers
- Case studies
- Videos
- Slideware
- Solution briefs
- Backgrounders
- Scientific posters
- Pitch decks

Sales Enablement

- Pricing schemas
- ROI calculators
- Client proposals
- Market intelligence
- Surveys
- Stakeholder personas
- Product positioning
- Target account planning
- Partnerships/alliances
- Reference site programs

Public Relations

- Press releases
- Editorial bylines
- Feature coverage
- Podcasts
- Online directories
- Executive interviews
- Blog posts
- Award submissions

Brand Building

- Websites
- Collateral
- Logos
- Color palettes
- Imagery
- Key messaging
- Taglines/boilerplates
- Mission/vision/values
- Naming conventions
- Word/PP templates

Event Planning

- Webinars
- Trade shows
- Product theaters
- Seminars/workshops
- User group meetings
- Executive roundtables

Digital Campaigns

- Email broadcasts
- Google Ads/PPC
- Lead nurturing
- Banner advertising
- Sponsored content
- Automation

Social Media

- LinkedIn
- Twitter
- YouTube
- Facebook