

Case Study



FIRST ASCENT BIOMEDICAL

From a Father's Mission to a New Voice in Precision Oncology

ANTI-PR® RESULTS

123 | **3.88B** | **\$6.79M**
MEDIA POTENTIAL PUBLICITY
PLACEMENTS AUDIENCE VALUE



FUNCTIONAL PRECISION ONCOLOGY

Patient-specific cancer decision support

Client Overview

First Ascent Biomedical was shaped by CEO and co-founder Jim Foote's personal experience losing his 16-year-old son, Trey, to bone cancer. That loss became part of the mission behind a company focused on helping physicians make more informed, patient-specific cancer treatment decisions.

First Ascent's xDRIVE platform combines live-cell drug sensitivity testing, genomics, and individualized machine learning to provide additional evidence about how a patient's cancer may respond to potential therapies.

The science was differentiated, but the category was still emerging.

JOTO PR Disruptors™ translated the company's science, clinical evidence, and human purpose into clear media narratives that gave its mission a larger platform.

The Challenge

Functional Precision Oncology was not yet widely understood.

Much of the precision-oncology conversation centered on genomics. First Ascent needed to explain why observing how living cancer cells respond to potential therapies could add patient-specific evidence, without suggesting genomics was outdated or that technology should replace physician judgment.

The central message needed to be clear:

Genomics is essential, but incomplete.

First Ascent also risked being understood as simply another tumor test. Its larger opportunity was to be recognized as a decision-support platform combining live tumor biology, genomics, individualized machine learning, clinical evidence, and physician interpretation.

The challenge was not a lack of science. It was a visibility and understanding gap.

Anti-PR Strategy

Translating Complex Oncology Science into Public Understanding

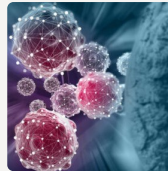
JOTO PR translated First Ascent's scientific and clinical work into timely, accessible narratives that journalists and broader audiences could understand. The strategy emphasized category education, evidence, human purpose, and repeatable messages rather than generic technology promotion.

The messaging centered on four themes:



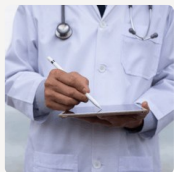
Define Functional Precision Oncology

Explain functional testing as an additional layer of evidence alongside genomic information, without oversimplifying the science.



Connect AI to Living Biology

Position individualized machine learning as part of a decision-support system built on live tumor response, genomics, and clinical evidence.



Genomics Is Essential, but Incomplete

Show how functional testing can add direct, patient-specific response evidence while preserving the importance of genomics.



Give the Mission a Larger Platform

Connect the science to founder, patient, caregiver, and pediatric-cancer stories that explain why better treatment information matters.

Execution

Across the September 2025 to July 2026 campaign, JOTO PR moved First Ascent's story into mainstream news, television, business media, healthcare publications, medtech, pharma, podcasts, and patient-focused conversations.

Yahoo! News and MSN amplified the founder and childhood-cancer narrative into large mainstream audiences.

Authority Magazine provided thought-leadership platforms for First Ascent executives.

South Florida Business Journal covered the launch of First Ascent's Miami cancer lab. Medical Design Briefs, Onco'Zine, Pharmaphorum, and DOTmed Healthcare Business News reinforced the company's relevance within healthcare and oncology.

Client Impact

FROM

"First Ascent tests tumors."

TO

"First Ascent is building a smarter oncology decision system."

Live Tumor Biology + Genomics + Individualized Machine Learning + Clinical Evidence

That distinction matters.

The Results

Campaign Result	Impact Delivered
Total media placements	123
Television placements	30
Podcast placements	30
Potential audience reach	3.88 billion
Documented publicity value	\$6,789,698

Selected Media Highlights

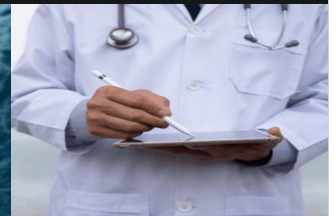
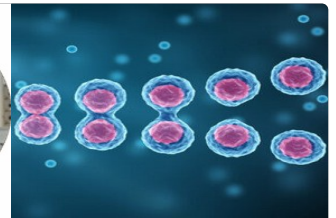
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- Yahoo! News and MSN amplified the founder and childhood-cancer narrative into major mainstream audiences.
- Authority Magazine created substantial executive thought-leadership visibility for Jim Foote and Andria Parks.
- South Florida Business Journal connected the science to operational growth through coverage of the Miami lab launch.
- Onco'Zine, Pharmaphorum, Medical Design Briefs, and DOTmed Healthcare Business News strengthened credibility with oncology, pharma, medtech, and healthcare audiences.

About First Ascent Biomedical

First Ascent Biomedical is a precision oncology company developing patient-specific cancer treatment decision support. Its xDRIVE platform combines live-cell functional drug-response testing, genomic DNA and RNA information, and individualized machine learning to give physicians additional laboratory evidence about an individual patient's cancer.

Through JOTO PR Disruptors' Anti-PR methodology, the company's science and mission reached audiences well beyond specialized clinical and research communities.



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On behalf of all of us at First Ascent Biomedical, I want to express my deepest gratitude for the incredible work you are doing to spread our message. Thank you for being more than a PR firm, but a partner in something that is bigger. Together, we will forever change cancer. Thank you for being part of the mission to bring hope where it's needed most.

James J. Foote, Co-Founder & CEO — **First Ascent Biomedical**