



**For Immediate Release**  
August 22, 2023

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### **GRIFF/SMC CHOSEN BY C-QUEST MEDICAL FOR LAUNCH CAMPAIGN**

Start-up C-Quest Medical, LLC recently selected Griff/SMC Medical Marketing Communications to orchestrate a comprehensive launch campaign for the company's new product portfolio of blood culture collection products.

Founded to address the clinical and cost concerns stemming from false positive blood culture test results, C-Quest will soon introduce two new concepts, including an innovative Sequestration Syringe with a proprietary Unidirectional Check Valve and "T" piece, and a comprehensive Procedure Kit with Sterile Diversion Tube. Both solutions are designed to reduce blood culture contamination by diverting and sequestering initial specimen collections which account for approximately 30% of all false positive results.

Launch campaign initiatives produced by Griff/SMC include a distinctive Company Logo, Brand Messaging, Exhibit Graphics, Marketing Collateral, and Illustrated Instructions for Use. An introductory website and Direct Marketing initiatives will soon follow. Creative Director Bob Griff and Graphic Designer/Illustrator Jeff Kandyba collaborated on the campaign.

"We've worked with Bob and his team in the past and have always been pleased with their creativity and results", said C-Quest Medical's co-founder Dean Iwasaki. "Griff/SMC is consistently on target, on time and on budget, making them an essential partner in all our marketing activities".

Founded in 1975, Griff/SMC specializes in medical device marketing communications. For more information visit <https://www.griffsmc.com>.