

# Feintuch Communications Launches Integrated PR and IR Practice for Healthcare and Life Sciences Organizations

## Healthcare Veteran Jules Abraham Tapped to Manage Group

NEW YORK, March 9 [/PRNewswire/](#) -- Feintuch Communications, Inc. ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)) has created an integrated public and investor relations healthcare and life sciences practice, naming Jules Abraham as vice president of the firm and managing director of the new group.

Mr. Abraham brings nearly 15 years of healthcare and life sciences experience to Feintuch Communications including large and specialty pharmaceutical, biotechnology, clinical diagnostics and medical device companies, as well as small health systems, regional hospitals, managed care organizations, Medicare Part D providers and advocacy groups. He has supported market conditioning, clinical trial recruitment, financial and milestone communications, corporate communications, product launches and post-marketing publicity. In addition, he has extensive experience in issues management and has provided presentation and speaker training for physicians and client executives.

"Jules brings strategic insight and practical experience to our firm through his broad background in nearly every aspect of the healthcare spectrum," said Henry Feintuch, president of Feintuch Communications. "Together, with our partnership with MS-IR LLC headed by Miri Segal, offering comprehensive investor relations services, we will now be able to provide a strong mix of public relations, marketing and investor relations services to our growing roster of healthcare and life sciences clients."

"Feintuch Communications' approach to integrated, strategic communications fits very well with the needs of both early and mid-stage growth healthcare and life sciences companies, as well as those established pharmaceutical companies that seek a more holistic approach to marketing their products," said Mr. Abraham. "We believe that the results-oriented model we are building at Feintuch will prove appealing to many organizations. I look forward to helping to grow such a forward-thinking organization."

Previously, Mr. Abraham helped launch and manage the healthcare public relations division at Lippert/Heilshorn & Associates, a prominent investor relations firm. He served as vice president in the global healthcare group at GCI Group, and held positions at Manning, Selvage & Lee, Zeno Group and GTFH public relations. He also has served as an independent communications consultant to several healthcare companies.

Mr. Abraham earned a bachelor's degree in philosophy from the College of William & Mary and a master's degree in public communications/journalism from Fordham University.

For more information about Feintuch Communications' healthcare and life sciences group, contact Jules Abraham, vice president, at 212-808-4904; [jules@feintuchpr.com](mailto:jules@feintuchpr.com).

### About Feintuch Communications

Feintuch Communications ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)), based in New York City, is a strategic relations firm with decades of experience in developing and implementing successful public and investor relations programs for emerging companies and the Fortune 500 as well as non-profits and associations. Part of international PR alliance ECP Global ([www.ecpglobal.com](http://www.ecpglobal.com)), Feintuch Communications specializes in B-to-B and B-to-C programs with a focus in technology, financial services, healthcare/life sciences and advertising and media. Its vision is to provide the expert service, experienced counsel and hands-on support that clients need to meet their business objectives.

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