

Davies' Edwards Launches New Healthcare PR Firm

SANTA BARBARA, CA—Brandon Edwards, former president and chief operating officer of California-based public affairs firm Davies, has launched RevivePR in partnership with Joanne Thornton, formerly healthcare practice leader at Davies. The firm is dedicated to solving complex client problems and will offer a range of services including branding, direct marketing, issues management, social media, grassroots, public affairs, and crisis communication support.

RevivePR begins life with a base of clients in the healthcare industry, including hospitals, health systems, physician organizations, and specialty providers across the country. Edwards says he expects that the firm's client list will grow to include sports and fitness, healthy lifestyle, faith-based organizations, and others involved in related social issues.

Davies will continue to focus on providing public affairs services to clients in a number of industries, including specialized practice areas in energy and natural resources, real estate, and pharmaceuticals and biotech. BlazePR, owned by Davies, will continue to provide public relations and marketing communications services.

RevivePR "translates complexity into simplicity," says Edwards. "While many firms react, we predict problems, protect reputation, and craft the real story."