



CASE STUDY

# Creating Direct Access to Imaging Center Executive Leadership for a Venture Backed Healthcare Company

*“Never be limited by other people’s limited imaginations.”*

- Mae Jemison

## Company Snapshot

[epsilon.health](https://epsilon.health)

Epsilon Health is a venture backed healthcare technology company focused on distributed teleradiology infrastructure designed to address radiologist shortages across the United States.

Led by founder and operator Rustin Rassoli, Epsilon’s model centered around creating faster, more scalable radiology coverage while reducing operational burden for imaging centers and healthcare organizations.

## The Challenge

As a first time healthcare technology founder, **Rustin Rassoli** had a strong vision and technical foundation but lacked a commercial motion capable of consistently generating executive level healthcare conversations.



### Key barriers included:



Epsilon needed direct access to executive leadership inside major imaging organizations to validate and scale its distributed teleradiology model.

# What Pickworth GTM Executed

PGTM deployed a multichannel outbound strategy combining:

- SMS outreach
- LinkedIn engagement
- cold calling

The campaign focused exclusively on executive leadership within a highly targeted subset of major imaging centers.

Messaging positioned Epsilon as an innovative, venture-backed healthcare company solving the growing national radiologist shortage through a distributed teleradiology model.

## *Teleradiology model designed to deliver:*

- ✓ Faster reads
- ✓ Lower operational burden
- ✓ Reduced labor constraints
- ✓ Scalable coverage

PGTM directly engaged leadership at SimonMed, including outreach to Dr. Simon himself.

## Results

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Within approximately 3 to 4 months, PGTM helped facilitate executive engagement that led to SimonMed becoming a flagship Epsilon customer, creating multiple wins:



Strategic proof-of-concept validation



Enterprise customer adoption



Recurring commercial expansion opportunities



Significant pipeline creation



A repeatable executive outreach framework

The partnership also enabled Epsilon to continue expanding conversations with additional large imaging organizations using the same executive introduction model.

*“To put it simply, if you give Pickworth GTM your dream 10 customers you want to talk to, I’ll bet you a lot of money that they get you a call with at least five of them. I consider them magicians when it comes to getting people’s attention. You won’t find any company like Pickworth GTM.”*

— **Rustin Rossoli, Founder & CEO, Epsilon Health**

## Strategic Outcome

PGTM helped Epsilon Health secure enterprise-level market validation in one of healthcare’s most difficult relationship-driven environments by repeatedly putting the company directly in front of ICP aligned executive decision makers.