

BICHSEL MEDICAL MARKETING GROUP

Commercialization Strategy & Execution
for Medical Device & Biotech Companies
BichselGroup.com

WE CAN HELP WITH

Event Strategy
Lead Generation
Physician Training
Sales Functions
Budget Tracking
Management Reports
Show Communications
Healthcare Compliance



Lauren Dustman leads BMMG's
Event Management Team

EVENT MANAGEMENT SERVICES

Ensure your next event goes smoothly with the event management services from Bichsel Medical Marketing Group.

With extensive experience running medical conferences, sales meetings and clinical education programs, we understand all the details required to position your organization and your offerings professionally with key audiences to achieve your objectives on time and within budget.



Powered by



A lot is involved in preparing for and attending a tradeshow. To make the most out of each networking opportunity, Bichsel Medical Marketing Group relies on ShowGo™ to keep track of its clients personnel, clinical sessions, marketing activities, budgets and more.

Specifically designed for tradeshow professionals, this useful, event management tool makes it easy to plan and organize your next tradeshow. End users (executives, sales and marketing teams) benefit from the free mobile version for visibility into show details.

BMMG CAN ANSWER YOUR QUESTIONS

NEED TO BE COMPLIANT?

BMMG offers staff with in-depth knowledge about Anti-kickback Statutes, AdvaMed Guidelines, and Sunshine Act Reporting

NEED DEPTH OF KNOWLEDGE IN TRAINING CLINICIANS?

BMMG has vast experience – whether single physician proctoring, Grand Rounds, hands-on courses, or user conferences

NEED FRESH WAYS TO BUILD TRAFFIC?

We can help design creative ways to generate interest in your product or program

NEED A NEW BOOTH PROPERTY?

Booth design services include large island exhibits to in-line booths and tabletop displays

NEED HEALTHCARE EXPERTISE?

BMMG staff are members of Health Care Exhibitors Association (HCEA)

'Having BMMG be so knowledgeable about all the rules and regulations of healthcare gives me a level of confidence in all our programs.'

– Client VP of Marketing

'BMMG-managed events make us look professional to our surgeon attendees at a level unparalleled in my 30-year career.'

– Client CEO

Bichsel Medical Marketing Group

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