

# BICHSEL MEDICAL MARKETING GROUP

Commercialization Strategy & Execution  
for Medical Device & Biotech Companies

BichselGroup.com



## WE CAN HELP WITH

- Sell Sheets
- Product Demos & Simulations
- Websites
- Digital Sales Tools
- Pitch Presentations
- Exhibit Booths
- Patient Resources
- Physician Training
- Videos & Animations
- Case Studies



Becca Kiel leads BMMG's Marketing Communications Team, with a collective 85 years' experience.

# MARKETING COMMUNICATIONS SERVICES

WEBSITES

SELL SHEETS

PRODUCT SIMULATIONS

Is your company and its products well positioned in the market?

VIDEOS & ANIMATIONS

The experts at Bichsel Medical Marketing Group can help you develop and execute comprehensive, integrated marketing solutions that raise brand awareness, boost sales and solidify relationships with existing customers.

EXHIBIT BOOTHS

Whatever your goals and objectives, effective marketing leads to a better, more consistent brand experience. The end result: more sales.

PATIENT RESOURCES

DIGITAL SALES TOOLS

PITCH PRESENTATIONS



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## **BMMG IS A FULL-SERVICE MARKETING COMMUNICATIONS SOLUTION**

### **PRODUCT & COMPANY PROMOTION**

BMMG has extensive experience in creating product sell sheets, brochures, price lists, trade show graphics, exhibit booths, display banners, C-level presentations, websites and other promotional tools and resources.

### **PROCEDURE SUPPORT**

BMMG can help create quick reference guides, case studies, billing and coding guides, online portals for ongoing education and hands-on workshops.

### **DIGITAL APPLICATIONS**

BMMG offers mobile and tablet sales platforms, as well as an online portal for sales representatives to order literature, table runners, display banners, give-aways and other resources for sales calls and events.

### **DEMOS & SIMULATORS**

BMMG can help develop product samples, demonstration models and creative simulations to give potential customers an interactive, virtual experience with products and procedures.

### **CLINICAL DATA**

Whether keeping staff and customers up-to-date with the latest research, or recruiting for clinical trials, BMMG has vast experience in managing print and online bibliographies, developing key point summaries, and generating patient and physician materials.

### **PATIENT EDUCATION**

BMMG successfully executes patient education strategies, including patient-directed websites, online “find a physician” databases, digital marketing campaigns, patient guides, procedural videos and animations, physician discussion guides and more.

### **REGULATORY COMPLIANCE**

BMMG staff are trained (and annually receive updates) on creating communications within the highly-regulated healthcare industry. We understand the importance of adhering to product labeling and substantiating any claims with clinical evidence.

#### **Bichsel Medical Marketing Group**

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