

BICHSEL MEDICAL MARKETING GROUP

Commercialization Strategy & Execution
for Medical Device & Biotech Companies

BichselGroup.com

WE CAN HELP WITH

Referring Physician Toolkits

Product Collateral

Disease & Treatment
Education

Procedural Videos

Market Analyses

Industry Alliances

Patient Guides

Procedural Animations

Patient Stories

Physician Search Portals

Cooperative Advertising

Community Events

Media Kits



Becca Kiel leads BMMG's Marketing Outreach Services with more than 45 years of collective medical marketing experience.

OUTREACH SERVICES

Your innovative technology is now installed and in-serviced at a hospital, ambulatory surgical center or physician practice. Your technology's presence, however, does not automatically equate to patient referrals. True, your customers have invested in the clinical merits of your technology, yet providing additional support for education and outreach to referring physicians, patients and the media is your obligation as a provider of disruptive technology that hopes to change the existing standard of care.

The team at Bichsel Medical Marketing Group is highly experienced at working through technology providers to support their customers (hospitals, ASCs, practices) to effectively promote their recently acquired medical innovations within their catchment area.

Outreach services are structured to be compliant and operate within legal and regulatory guidelines.



OUTREACH TO REFERRING PHYSICIANS

BMMG'S SAVVY OUTREACH TEAM SUPPORTS YOUR HEALTHCARE PROVIDERS IN THEIR PROMOTION AND EDUCATION OF MEDICAL ADVANCEMENTS

Ignite confidence with the latest news and clinical evidence!

Whether primary care, referring specialist or a colleague within your primary user's own practice, BMMG has extensive experience showcasing medical innovations to patient referral sources. Let us help you and your customers with technology presentations, procedural animations and a host of other elements (referral forms, letter templates, procedure guides, case studies) within our referring physician toolkit.

OUTREACH TO PATIENTS, FAMILIES AND CAREGIVERS

Engage consumers and direct them to your customers!

At some point, it may make sense for your company to promote disease education and new technological advances directly to consumers. Until that time, though, work effectively through a trusted local hospital, ASC or physician practice in support of patient, family member and caregiver education. From multi-language patient guides to compelling patient stories, seminars or community health fairs and robust online platforms, let our team develop solid consumer programs that stimulate patient and referring physician dialogue about your technology.

OUTREACH TO THE MEDIA

Leverage how your technology is changing lives!

BMMG helps you reach the media with strategic initiatives designed to promote your technology and highlight your success. Through comprehensive media kits, online media libraries, targeted news releases, patient stories, co-op advertising and more, BMMG effectively creates compelling opportunities for the media to share how your technology is changing lives.

OUTREACH TO ADVOCACY GROUPS AND INDUSTRY ALLIANCES

Partner to achieve mutually beneficial results!

Create and foster alliances with industry associations, advocacy groups and other organizations beyond the exhibit hall. We successfully support your efforts to align for membership education, guest editorials, sponsorships, awareness calendars, and cooperative hyperlinks to share traffic among websites.

Bichsel Medical Marketing Group

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