

The Backbone of Medical Product Marketing

Not a PR agency or an ad firm, but a marketing company shaping its clients' public image one element at a time, the Bichsel Medical Marketing Group has made itself the 'Best Specialist Marketing Services Firm' in 2021 for Medical Devices. With decades of experience across care areas, disease states, medical procedures, and marketing, BMMG takes the stress of getting a product and company's image market-ready off the client in order to allow them to concentrate on other pressing matters.

Bichsel Medical Marketing Group – or BMMG – is a medical marketing business dedicated to supporting its industry colleagues in taking their innovations to market.

Giving early-stage innovators the leg-up they need to be able to compete in a diverse, dynamic, and sometimes cut-throat industry, BMMG supports companies who wish to take their planning and commercialization to the next level. In doing so, it promises a comprehensive and empathic service, led by diligent and sensitive staff who work hard to understand the business, its practices, its goals, and its structure, positioning itself seamlessly as an integral part of a BMMG client's organization.

Fundamentally, BMMG is an outsourced medical marketing department for start-ups needing to limit staffing. With its team of seasoned medical marketers, BMMG can step in with minimal training and downtime, immediately impacting the frenzied pace of an early stage company, its overworked leadership, and its lengthy list of objectives. Having provided this service for 7 years now, BMMG has thusly developed a long roster of loyal clientele who rely on the company as their medical marketing one-stop-shop.



Focused exclusively on the early stage MedTech, Biotech, and Diagnostics industries, BMMG's work is highly specific and targeted, allowing it to provide incredibly comprehensive services within these niches that ensure a client's product and company achieve successful market launch. Not an ad agency, and not a PR firm, BMMG is staffed by former heads of medical marketing, many of whom have been through the start-up phase of businesses themselves and know well the challenges a client will be facing, and how to handle them.

The pandemic has accelerated what would likely have been a future trend in the industry: an increased reliance on virtual/digital interactions with healthcare professionals. When the field sales teams of BMMG clients are no longer as welcome in the hospital or surgery centre and the prevalence of in-person medical conferences is waning, BMMG directs its client to rethink medical marketing, and seek alternative ways to get its sales professionals in front of physicians, nurses, and administrators. BMMG, as an already virtual company accustomed to leveraging web-based meetings and digital communications, was well-positioned to understand these dynamics and offer its clients some creative ways to reach their target audiences.

In regard to its future, founder and CEO, Lisa Bichsel states, "BMMG and its team of account executives will continue to do what we do best – read, watch, learn, grow, evolve. We remain steadfast at understanding trends in augmented reality, experiential communications, account-based and programmatic marketing, and presenting new and exciting solutions to our clients. Times are changing more rapidly than ever before, and we must be adaptive and embrace opportunities to try new approaches. At BMMG, we say, "School is never out."

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