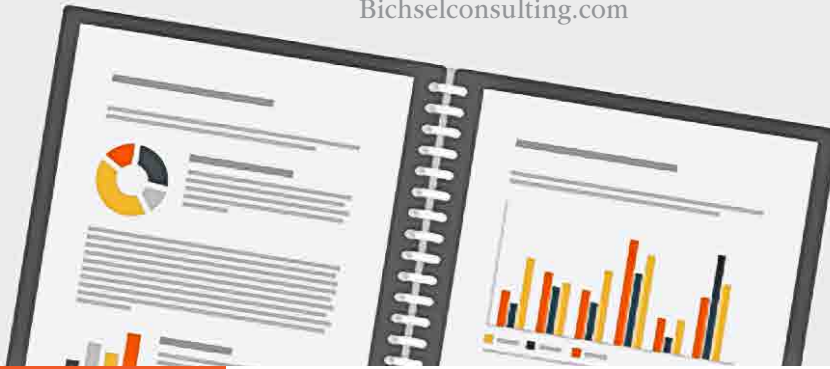


# BICHSEL HEALTHCARE CONSULTING

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



## WE CAN HELP WITH

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



Lauren Dustman leads BHC's Event Management Team, with a collective 60 years' experience.

# HEALTHCARE COMPLIANCE EVENT MANAGEMENT SERVICES EVENT STRATEGY LEAD GENERATION

Ensure your next event goes smoothly with the event management services from Bichsel Healthcare Consulting.

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.

SALES FUNCTIONS

SHOW COMMUNICATIONS

MANAGEMENT REPORTS

BUDGET TRACKING

PHYSICIAN TRAINING



Bichsel Healthcare Consulting, LLC

Powered by



A lot is involved in preparing for and attending a tradeshow. To make the most out of each networking opportunity, Bichsel Healthcare Consulting 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.

## BHC CAN ANSWER YOUR QUESTIONS

### NEED TO BE COMPLIANT?

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

### NEED DEPTH OF KNOWLEDGE IN TRAINING CLINICIANS?

BHC 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?

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

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*'Having BHC 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*

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

*– Client CEO*

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