

COMMUNICATIONS



OUR CLIENTS DRIVE REAL-WORLD CHANGE.
WE ACCELERATE IT.



OUR COMPANY

Bizzell US (Bizzell) is a U.S. Small Business Administration (SBA) HUBZone-certified, minority-owned consulting, strategy, investment and technology firm that designs innovative solutions to help build healthy, secure, connected and sustainable communities in our nation and around the world. By harnessing the collective expertise of our diverse subject matter experts, we develop data-driven, research-informed strategies to tackle the world's most complex challenges, ensuring our clients not only meet but exceed their visions and goals.

OUR CAPABILITIES

Bizzell informs thinking, influences behavior, drives attitudes and perceptions, and builds trust. Our dynamic approach to communication ensures messaging resonates with stakeholders while helping clients achieve their long-term visions and goals. We provide a wide range of strategic communication support for diverse clients across various industries and sectors. With extensive experience working with federal agencies, nonprofit organizations, private sector and fortune 100 companies, our staff has the capacity to work on strategic communications projects of all scopes and sizes, providing the full scope of communications services project management, from conception and ideation to execution and delivery.

- E-Learning Modules
- Public Affairs, Media Outreach & Promotion
- Publication Management
- Scientific & Technical Writing
- Section 508 Compliance
- Social Media & Digital Marketing
- Speech Writing & Copy Editing
- Training Manuals & Report Development
- Visual Media & Graphic Design
- Web Design & Development

OUR EXPERIENCE

Bizzell produces award-winning communications assets for our diverse portfolio of clients, ranging from interactive media and videos to article publication. These awards are a reflection of our commitment to improving the lives of the individuals and communities across the nation and around the world.

PLATINUM AWARD



Centers for Disease Control and Prevention Article: Ebola in Sierra Leone

PLATINUM AWARD



Centers for Medicare and Medicaid Services 2020 Quality Conference

GOLD AWARD



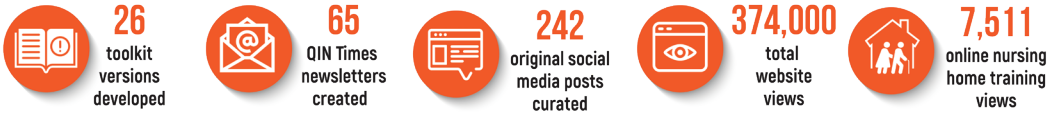
National Institute on Drug Abuse Clinical Trials Network Promo Material

OUR SUCCESS STORIES

Centers for Medicare & Medicaid Services (CMS) Data Validation Administrative Support Contractor (DVA)

Bizzell supports the CMS Network of Quality Improvement and Innovation Contractors (NQIIC) by creating communication channels and products to enhance NQIIC programs and activities, build awareness among stakeholders and support NQIIC outcomes.

During the COVID-19 pandemic, we created comprehensive marketing materials to enhance communication, coordinate care effectively, and promote best practices for better outcomes in long-term care. This initiative included nursing home training sessions and a specialized toolkit for nursing homes.



U.S. Food & Drug Administration (FDA) BeSafeRx Campaign Relaunch

Bizzell supported the FDA BeSafeRx contract by collaborating with various FDA stakeholders to develop updated content and campaign messaging that was clear, relevant and aligned with FDA's visual identity and brand guidelines.

The BeSafeRx Relaunch provided education to consumers and healthcare providers about the potential dangers of buying prescription medicine online, while providing important information about safely purchasing medicine online.



National Institutes of Health (NIH) National Cancer Institute (NCI) Smokefree.gov COVID-19 and Smoking Campaign

Bizzell supports the NCI Tobacco Control Research Branch (TCRB) by extending the capacity of staff and fellows who lead and collaborate on research and disseminate evidence-based findings to prevent, treat and control tobacco use through scientific writing, technical and logistical support services.

In 2020, we executed a four-week digital media buy campaign. This campaign utilized A/B message testing through Google paid search and display ads to disseminate information about the increased risk from smoking and COVID-19, available on the SmokeFree.gov website.



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INTERNATIONAL

- Botswana
- Brazil
- Côte d'Ivoire
- Democratic Republic of the Congo
- Dominican Republic
- Dubai, United Arab Emirates
- Ghana
- Guatemala
- India
- Ireland (Int'l HQ)
- Kenya
- Mozambique
- Nigeria
- Rwanda
- Singapore
- South Africa
- Tanzania
- Thailand
- Uganda



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