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Troutman Pepper Advises BW Health Group's Benchworks in Becoming One of the Largest Independently Owned Agencies in Health Care Market

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PHILADELPHIA – BW Health Group recently acquired PulseCX, a full-service health care marketing communications agency designed to drive brand engagement and authentic customer experiences. The acquisition strengthens the services offered by BW Health Group, and PulseCX will be integrated with the full-service healthcare agency and Troutman Pepper client, Benchworks. [Read a company press release about the transaction.](#)

“The BW Health Group has had a long-standing relationship with Troutman Pepper,” said Thad Bench, CEO and founder of BW Health Group. “We have relied on Bruce Fenton and many of his colleagues at the firm for top tier advice when selling and acquiring business units. From strategic transactions to day-to-day contract reviews, Troutman Pepper has proven to be a responsive and valued partner.”

With offices in Philadelphia and Chestertown, MD, Benchworks is an independent health care marketing and advertising agency for the life sciences. The addition of PulseCX presents an opportunity to accelerate growth and increase the size and capabilities of Benchworks, making it one of the largest independently owned agencies in the health care market.

Troutman Pepper's [Bruce K. Fenton](#), [Laura Kleinberg](#), [Raffaele Cicala](#), [Morgan Klinzing](#) (tax), [Michael Crumbock](#) (employee benefits), and [Delia Donahue](#) (finance) advised Benchworks in the matter.

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