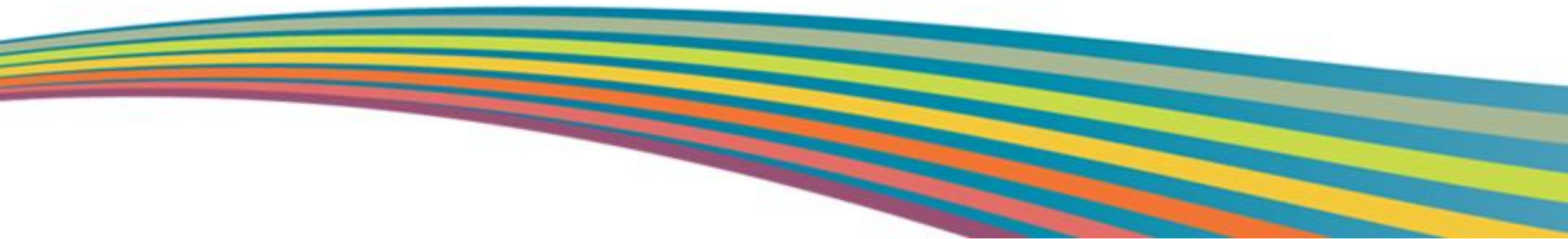




# European MedTech Week

13-17 June 2016



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## **What is European MedTech Week?**

**One week where medtech companies and associations raise awareness about the value of our medical technologies, organising a wide range of activities across various platforms and media channels**

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# MedTech Week raises awareness about the 'value of medtech' across Europe

## Speak with one voice

Companies, national associations and healthcare stakeholders joining forces to enhance visibility and create a 'buzz' together for one week

## Create momentum across Europe

A wide variety of activities organised at EU, national and local level to explain how medtech helps to save lives and improve health

Using the 'buzz' to highlight policy issues or concerns

## Strengthen stakeholder network

Companies and national associations strengthening relations with key stakeholders such as policymakers and patient groups

## Leverage MedTech Europe tools

A website, tested messaging tools, gadgets, social media content and a magazine created specifically for MedTech Week to help promote what you do

innovation

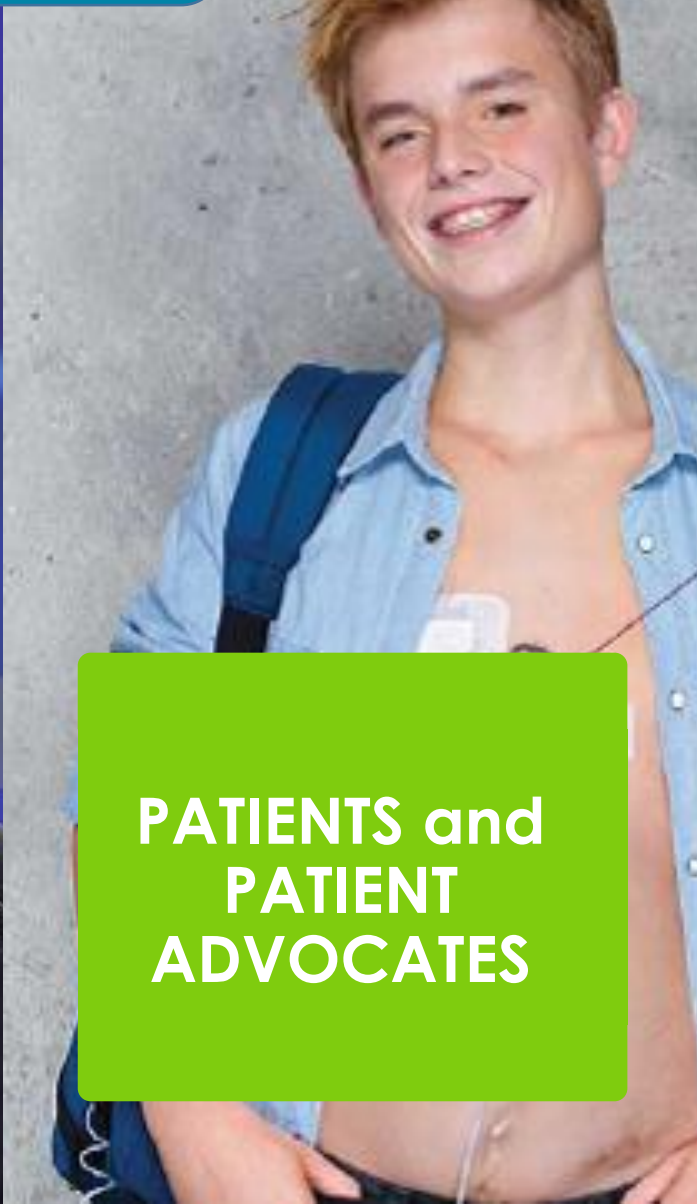
Communicating how medtech 'saves lives and improves health' to key audiences:



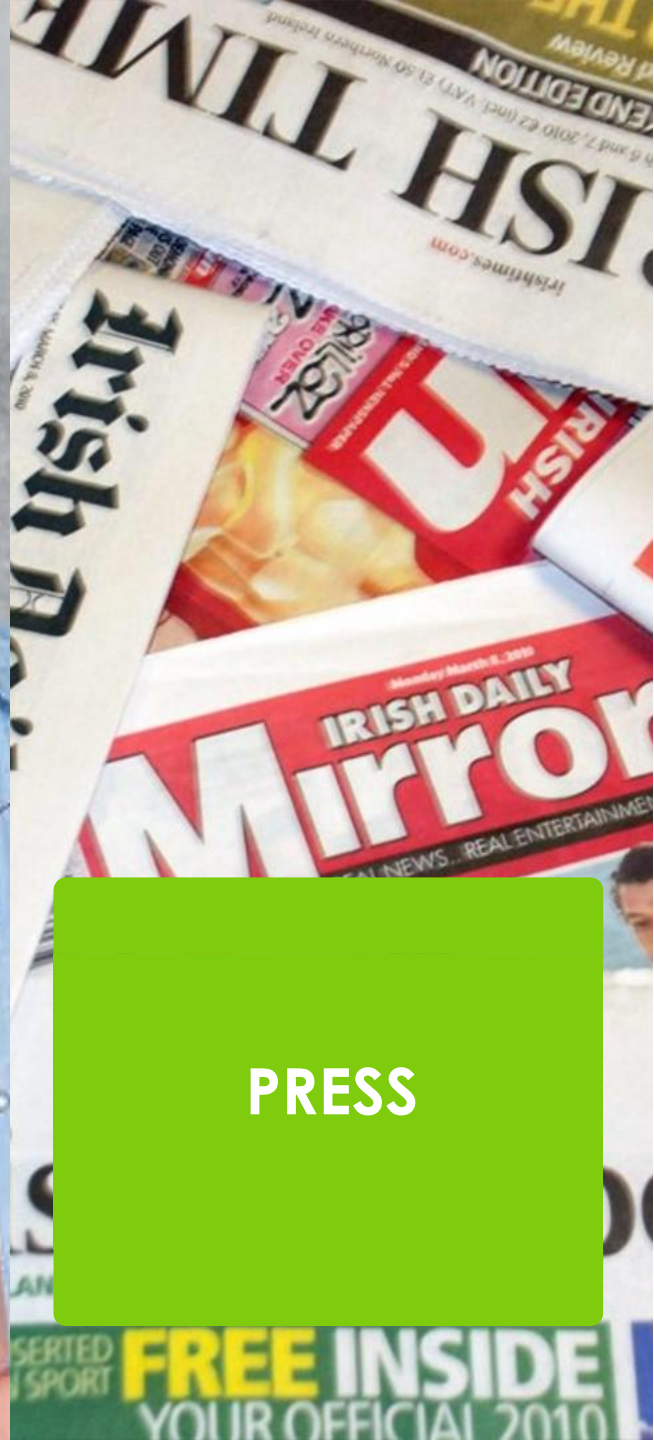
**GENERAL PUBLIC**



**POLICYMAKERS**



**PATIENTS and PATIENT ADVOCATES**



**PRESS**

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# Benefits from engaging in MedTech Week in 2016

It's a great way of profiling what you do  
every day

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# Benefits from engaging in MedTech Week



Communicating the  
value of our industry  
together

## PROMOTE YOUR COMPANY AND THE VALUE YOU BRING

Enhance the visibility of your company and the value you bring to healthcare professionals (HCPs), patient groups, policymakers and the wider public; showcase your company as a great place to work, etc.

## NURTURE YOUR COMMUNITY RELATIONSHIPS

Strengthen your existing relationships with national associations, and key stakeholders such as patients, HCPs, policymakers, etc.

## HIGHLIGHT NATIONAL POLICY ISSUES

Utilise MedTech Week as a hook to reach out to your policymakers and highlight your policy issues

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## How can you engage?

Any activity, big or small, at local, national or EU level, can make a difference.

It's not aimed to increase your workload! If you are already running activities or projects, why not use MedTech Week to promote them widely?

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# Activities can include

- Site and hospital visits
- Multi-stakeholder projects at company/ national level
- Press conferences
- Radio campaigns
- Patient testimonials
- Employee stories
- Museum donations
- Exhibitions
- Policy roundtables
- Interaction with HCPs
- Social & traditional media engagement
- Infographics, position papers, factsheets, videos





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## Who engaged in 2015?

For the first time, 17 companies and 10 national associations across 18 European countries

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# Who engaged in 2015? 17 companies and 10 associations in 18 European countries



SIEDMA

Boston Scientific

COOK MEDICAL

dexcom

Medtronic  
Further Together

MEDICO  
INDUSTRIEN

Johnson & Johnson

BIOMÉRIEUX

ST. JUDE MEDICAL

BVMed  
Gesundheit gestalten

ASEIU  
ASSOCIATION OF HEALTH - RESEARCH & BIOTECHNOLOGY INDUSTRY

Alcon

SLOMED  
SLOVENSKÁ LEKÁRSKA ZDRAVOTNÍČKA

FASMED  
Fachverband Schweizer Medizintechnik  
Fédération Technologie Médicale Suisse  
Federation Swiss Medical Technology

sysmex

apormed  
Associação Portuguesa das Empresas de Dispositivos Médicos

SK+MED  
SLOVENSKÁ ASOCIÁCIA DOBROVÝVOJUV ZDRAVOTNÍCKYCH PDM

Irish Medical Devices Association

SK+MED  
SLOVAK MEDICAL DEVICES ASSOCIATION

Roche

MED<sup>9</sup>EL

SWEDISH Medtech

snitem  
créer les instruments et les services du progrès médical

SCA

ibec

ASSOBIOMEDICA

smith&nephew

Edwards

SORIN GROUP  
AT THE HEART OF MEDICAL TECHNOLOGY

Baxter

unamec

HARTMANN

# Many stakeholders joined the conversation online in 2015



- Estimated no. of Twitter accounts reached: 784,154
- 1500 Tweets: 365 Tweets, 1090 Re-Tweets; 45 Replies
- 394 contributors referring to #medtechweek
- 55 new @medtecheurope followers



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# What are industry leaders saying about MedTech Week

It's a great way for members to show the value of  
the technologies we provide, across Europe

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**Rob Ten Hoedt**, Vice-Chair &  
Board Member, MedTech Europe

*“It is our job as MedTech Industry to show the value of the technologies that we provide and connect cost and value back together. That is why this initiative is so important, because I think we can show people what the impact of medical technologies are in patients’ daily lives.”*

*“We would like to see this initiative driven by national as well as corporate members. Corporate members need to play an important role. They need to bring us the actual cases, the actual data that can help us continue to build and demonstrate the value of our industry.”*



**Serge Bernasconi**, Chief Executive  
Officer, MedTech Europe

*“The National Associations are present in every market, they can bring this whole essence of the Value of MedTech. Bring it to life with their local markets in local towns. A really crucial role for the NAN to pick this up and deliver and play with it.”*



**Peter Ellingworth**, Chair of  
National Associations & Board  
Member, MedTech Europe

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**What can MedTech Europe do?**  
MedTech Europe will aim to 'connect the dots'

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# MedTech Europe will coordinate MedTech Week 2016 activities

- Dedicated website, available as of mid April – [www.medtechweek.eu](http://www.medtechweek.eu)
- An online, easy-to-use toolkit, available as of mid April – [www.medtechweektoolkit.eu](http://www.medtechweektoolkit.eu)
- Platform for patients and healthcare professionals
- Branding: specific logo and colour scheme for the Week
- Social media campaign
- Tested and consistent messaging from 'Message Binder' promoted
- Gadgets developed and distributed
- MedTech Week Magazine outcome report distributed to key EU and national policy makers.
- Interviews with business leaders, press releases and targeted announcements to key audiences



## Profiling patients and patient advocates during MedTech Week



“Technology is improving constantly; it is vital that such innovations are accessible for patients and rolled out across Europe”



Patients explain in their own words, the way medtech has transformed their lives. If you would like us to profile a patient advocate in your network, let us know!



**Profiling medtech employees who are proud to work for our industry**

**“My vision to save lives and improve people’s lives and this motivates me”**



**Company employees share their story during MedTech Week on why they love their job**

**This year we want to involve healthcare professionals in MedTech Week**



**If you know doctors, nurses, carers, scientists or anyone else working with medtech, we'd love to link with them and share their story!**



# European MedTech Week

13-17 June 2016

Contact [D.Roulland@MedTechEurope.org](mailto:D.Roulland@MedTechEurope.org) now!

