

Medical technology –
Showcasing solutions
for a healthier
tomorrow



a MedTech Europe initiative

The MedTech Week

showcasing life changing technologies across Europe

What is MedTech Week?



What is 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.

What is MedTech Week?

Speak

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

Create

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

Strengthen stakeholder network: Companies and national associations strengthening relations with key stakeholders such as policymakers and patient groups.

Leverage

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.

Communicating how medtech “saves lives and improves health” to key audiences

01

General Public



02

Policy Makers



03

Patients &
Patient
Advocates



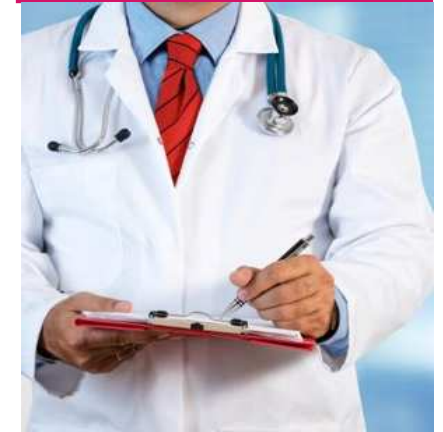
04

Press



05

Key Health
Actors



Theme and main messages

Theme	Medical technology - Creating solutions for a healthier tomorrow
We help PATIENTS	<ul style="list-style-type: none">By diagnosing health problems accurately and at an early stage.By replacing, repairing and sustaining failing body functions.By monitoring patients' conditions.By accelerating recovery and keeping people healthy
We support HEALTHCARE PROFESSIONALS	<ul style="list-style-type: none">By delivering timely and accurate diagnostic informationBy reducing recovery times and surgical complication ratesBy giving more time to health professionals to focus on tasks where they add most valueBy using data to improve workflow
We improve HEALTHCARE SYSTEMS & SOCIETY	<ul style="list-style-type: none">By developing valuable technologies that deliver efficiencyBy helping citizens to stay socially and economically activeBy preventing serious complications of chronic diseaseBy bringing advances in big data to hospitals of all sizes

Why engage?



Why engage in MedTech Week 2019?

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

Benefits from engaging in the MedTech Week

01

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.

Show case your company as a great place to work.

02

NURTURE YOUR COMMUNITY RELATIONSHIPS

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

03

HIGHLIGHT NATIONAL POLICY ISSUES

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

How to engage?



How can you engage?

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

The aim is not to increase your workload!

If you are already running activities or projects, why not use the MedTech Week to promote them widely?

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Examples of activities:

PRESS ACTIVITIES

- Write** a blog, a press release, a policy paper
- Publish** an article in a newspaper
- Interview** patients, HCPs, politicians, etc.
- Run** a radio or tv show

ON-THE-GROUND ACTIVITIES

- Organise** a thematic event
- Meet** with your key stakeholders
- Promote** an activity that is already planned during MedTech Week
- Speak** at an event
- Participate** in a radio or tv show

SOCIAL MEDIA ACTIVITIES

- Create** a social media campaign
- Share** MTW's quiz and videos
- Post** your MTW publications, articles, videos and infographics
- Use** MedTech Week banners and logo
- Multiply** MedTech Week official posts

Who engaged in 2018?

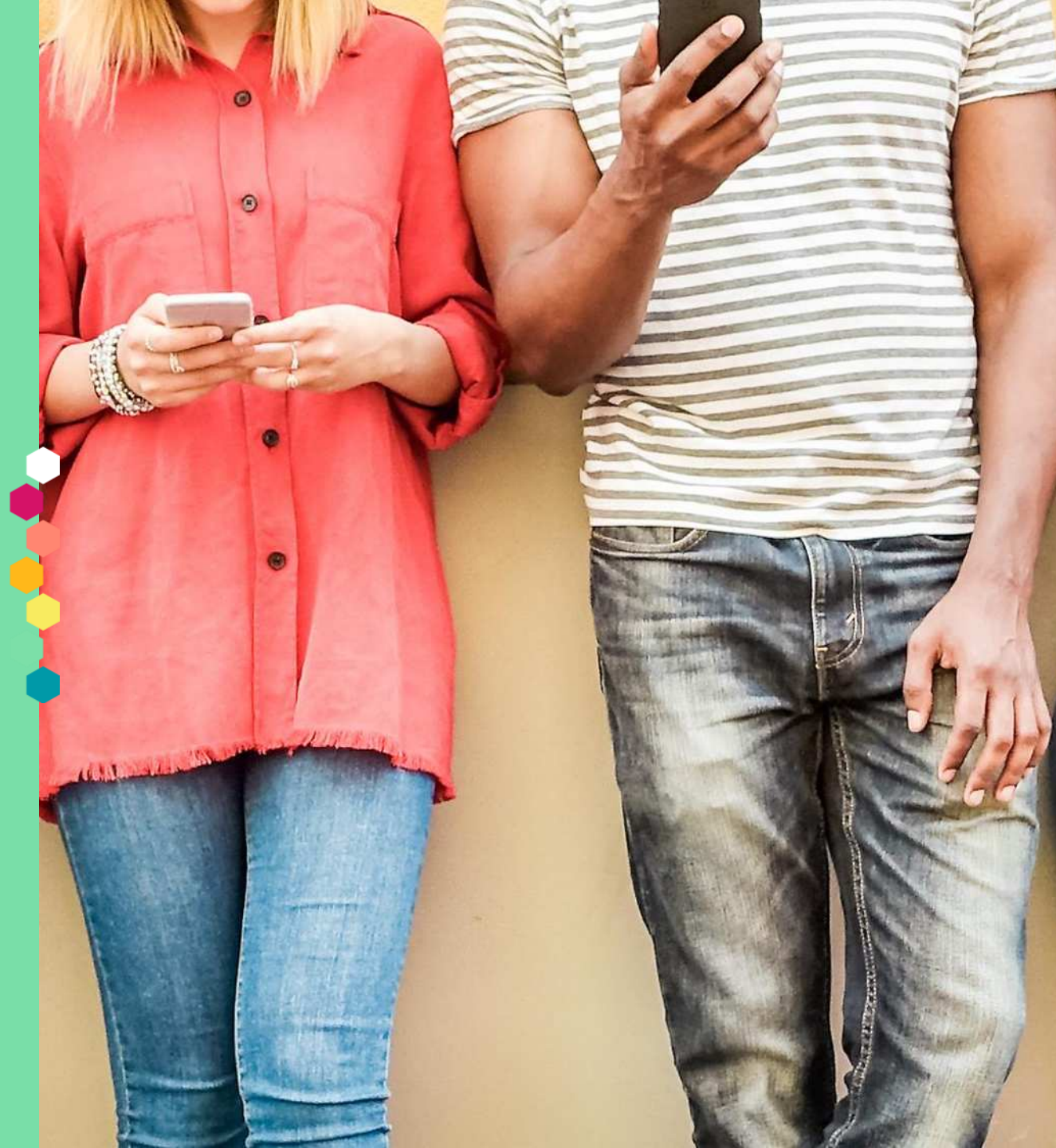
50 Members (National Associations & companies) across **20 European countries** with over **126 activities** organised.

Partnering with **16 external organisations** and **25 healthcare professionals and patients** sharing their perspectives.

Who engaged in 2018?



Communications
about the activities



Join the
online
conversation!

For one week of activities in 2018 there were 11 weeks of communication campaign: before, during and after.

Social Media engagement



MedTech Week | Showcasing the value of medtech

Dedicated website

The screenshot shows the MedTech Europe website. At the top, it says "Keep up to date!" and "Social Media activity, latest news and Medtech hot topics". There are sections for "RECENT NEWS" and "TWITTER". The "RECENT NEWS" section includes articles like "We Have A New Website!", "MedTech Week 2019 - Save the date", "MedTech Week: making an impact", and "MedTech Week 2018 Magazine is Out Now". The "TWITTER" section shows tweets from @medtecheurope. At the bottom, there is a "MedTech Europe from diagnosis to cure" logo and a quiz titled "How well do you know Medical Technologies? Take our quiz to find out!". A green button at the bottom says "Let's begin, shall we?" with a "press ENTER" prompt.

Social media campaign



Communication toolkit for members

The screenshot shows the "The MedTech Week" Members Toolkit website. It features a navigation menu on the left with options like Activities, Social Media, Blogging, Employee Engagement, Press Event, and Site Visit. The main content area is titled "Welcome to the MedTech Week Members Toolkit" and includes sections for "Tools", "Advice", "Examples", and "Customize". There is also an "Easy to use" section and two call-to-action buttons at the bottom: "Do you want to organize your own activities? Refer us" and "Get involved in MedTech Week. Be an activist".

MedTech Quiz

MedTech Week magazine | Printed and digital version



MedTech Week Magazine
won "Best Publication 2017"
assigned by  THE EUROPEAN
ASSOCIATION
AWARDS 2018



MedTech Week
magazine 2018



a MedTech Europe initiative

The MedTech Week

showcasing life changing technologies across Europe

3-7 June 2019



SAVE THE DATE!

Contacts:

Marie-Hélène Lattes, Communications Manager
m.lattes@medTecheurope.org

Sonja Kropidłowska, Coordinator Government
Affairs & Public Policy
s.kropidlowska@medtecheurope.org

Giulia Meneghin, Communications Officer
g.meneghin@medtecheurope.org

Albina Tzintoli, Communications Intern
a.tzintoli@medtecheurope.org

www.medtechweek.eu





Thank you!



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