

4-8 June 2018



[www.medtechweek.eu](http://www.medtechweek.eu)



**MedTech Europe**  
from diagnosis to cure

# Employee Engagement

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# What is the MedTech Week?

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**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 the MedTech Week?

It's an opportunity to communicate what you do. Join the European medtech community and promote your company during one week.

It's a way for the industry to connect with healthcare stakeholders and join conversations in a real way.

By joining forces, we enhance the visibility of our industry, our products and our value.

MedTech Europe has created a website, messaging tools, gadgets and social media materials to make it easy for you to promote what you do.

# Why is it important?

Together we can ensure positive messages are spread and our profile as an industry is enhanced.

Promoting positive stories and reaching out to the wider public helps to build recognition and trust.

Developing our online presence - including social media - spreads the message on the value we bring.

Proactively engaging and communicating with key stakeholders helps to increase our transparency.

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# Why engage in MedTech Week 2018?

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

# Why should you engage?



**Communicating  
the value of our  
industry together**

## LEVERAGE THE BUZZ CREATED BY OUR COMMUNITY

Companies and national associations joining together during one focused week concentrates attention and activity and creates momentum.

## PROMOTE YOUR COMPANY AND THE VALUE YOU BRING

This is an opportunity to use the MedTech Week platform to enhance the visibility of your company and the value you bring to HCPs, patient groups, policymakers and the wider public. As well as highlight your policy issues, showcase your company as a great place to work, etc.

## IT'S EASY! MARK MEDTECH WEEK IN ANY WAY YOU CAN

### YOUNG

Any activity, big or small, that can help promote MedTech Week and generate awareness about our sector is welcomed.

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# How can you engage?

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**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?**



# Why engage... for just 3 minutes?

- ❧ Show you are proud of working in medtech
- ❧ Create a positive environment
- ❧ Promote your company



# Activities can include

## PRESS ACTIVITIES

- **Write** a blog, a press release, a policy paper.
- **Publish** an article in a newspaper.
- **Interview** patients, HCP, 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.



#MedTechWeek

## 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.

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# Who engaged in 2017?

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**25 National Associations and 21 companies across 20 European countries with over 120 activities organised.**

**Partnering with 14 external organisations and 15 healthcare professionals and patients sharing their perspectives.**

# Who engaged in 2017?



**Orvostechnikai Szövetség**  
Association of Medical Devices Manufacturers, Hungary



ASSOBIOMEDICA



European Alliance for  
Personalised Medicine



Edwards



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# Join the Online Conversation

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**For one week of activities in 2017  
there were 12 weeks of  
communication campaign: before,  
during and after.**

# Getting Involved | Twitter

Go to @medtecheurope

Home Notifications Messages

Search Twitter

**Global MedTech Compliance Conference 2018**

2-4 May – Paris, France  
www.gmtcc.com  
#GMTCC

*Join the global community of compliance experts and gear up for the ethical challenges of the coming decade!*

**MedTech Europe**  
@medtecheurope

MedTech Europe represents the medical technology industries, including diagnostics and medical devices. Also follow medtech stories at @thisismedtech

Brussels  
medtecheurope.org  
Joined August 2010  
900 Photos and videos

Tweets 6,756 Following 1,505 Followers 9,860 Likes 3,500 Lists 21 Moments 5

Edit profile

**Tweets Tweets & replies Media**

Pinned Tweet

**MedTech Europe** @medtecheurope · Mar 13  
@medtecheurope & @COCIR sign joint paper to develop funding framework for large-scale digital health deployment in Europe. bit.ly/2lpjCsQ

**COCIR** **MedTech Europe**  
from diagnosis to cure

**Joint industry contribution on the Multiannual Financial Framework**  
Beyond innovation – supporting large-scale digital health deployment in Europe

**Your Tweet activity**  
Your Tweets earned 1,921 impressions over the last 24 hours

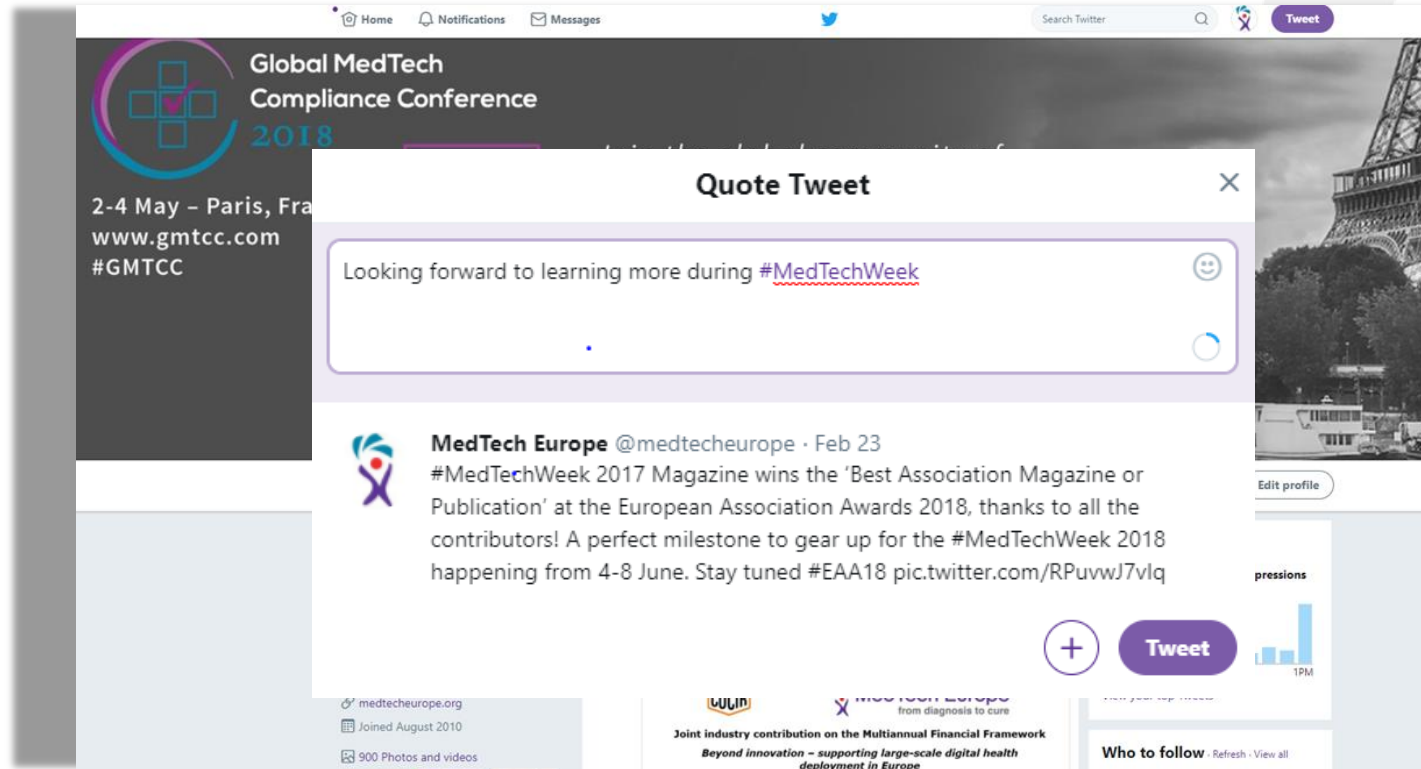
View your top Tweets

**Who to follow** · Refresh · View all



# Getting Involved | Twitter

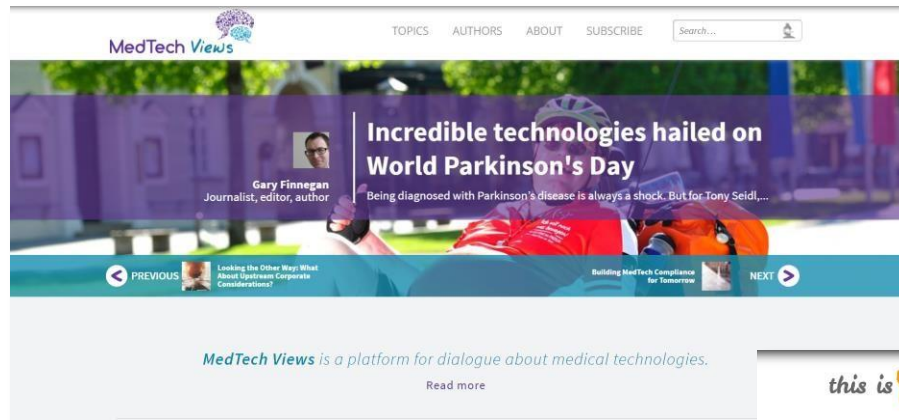
Click on retweet, add your message and push Tweet



Don't forget to use #MedTechWeek

# Getting Involved | Sharing Patient Stories

Go to one of our blogs to read the stories



[Medtechviews.eu](http://Medtechviews.eu)

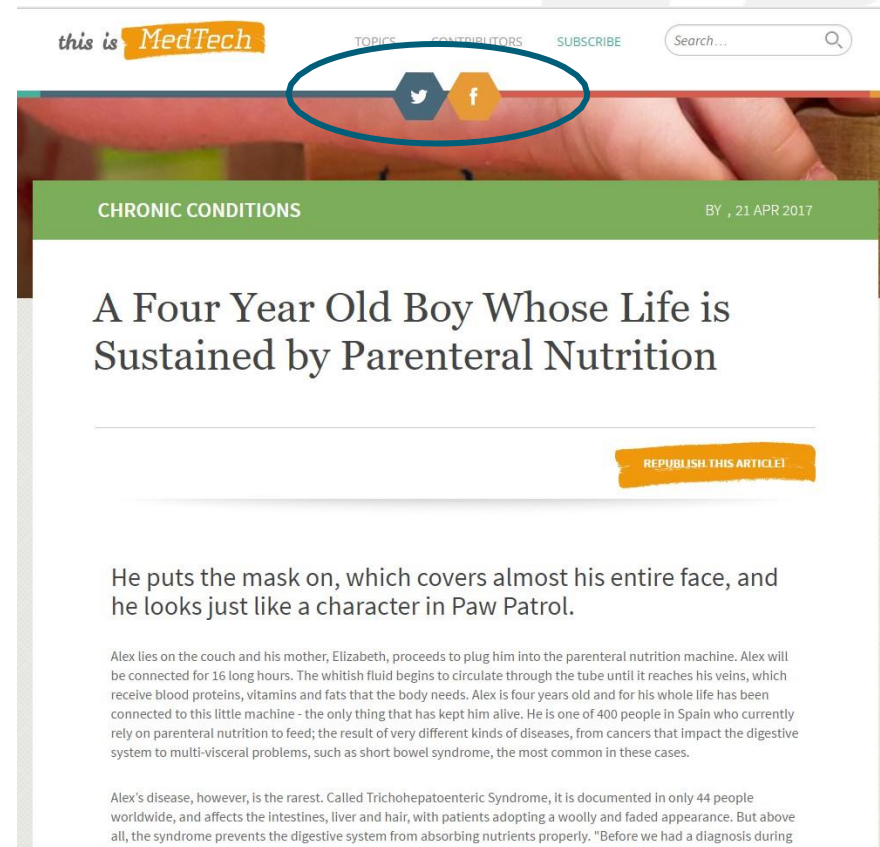
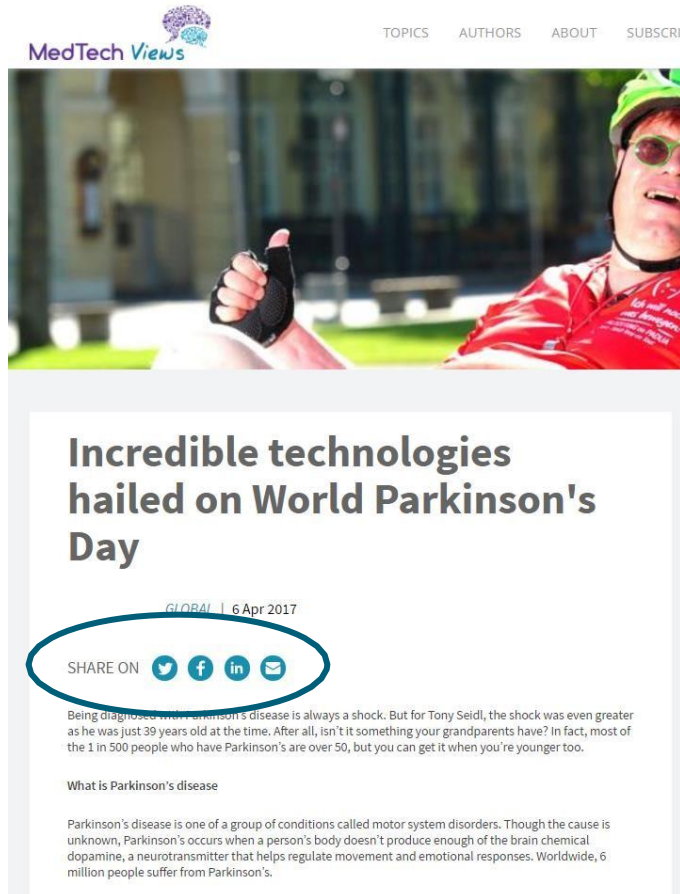
[Thisismedtech.com](http://Thisismedtech.com)





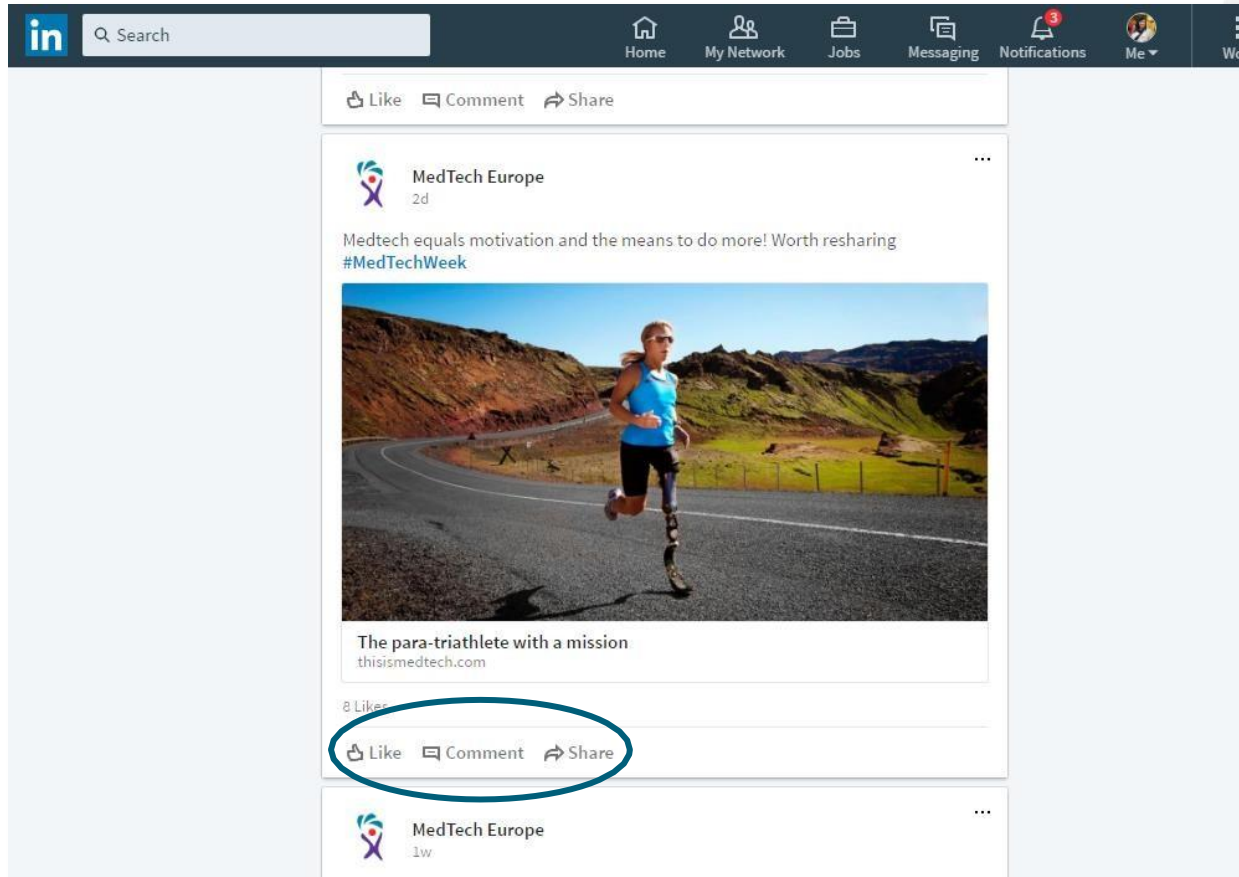
# Getting Involved | Sharing Patient Stories

Pick your story and click on the social media buttons



# Getting Involved | LinkedIn

Like, comment and share our posts to your followers



# 2017 Social Media Engagement

1 week of activities



12 weeks of social communication campaign: before, during & after



Total views

**1,772,000**



**+35%**

compared to 2016

Total engagement  
(comments, likes, shares)

**26,821**



**+7%**

compared to 2016

New fans &  
followers

**733**



**+2%**

compared to 2016

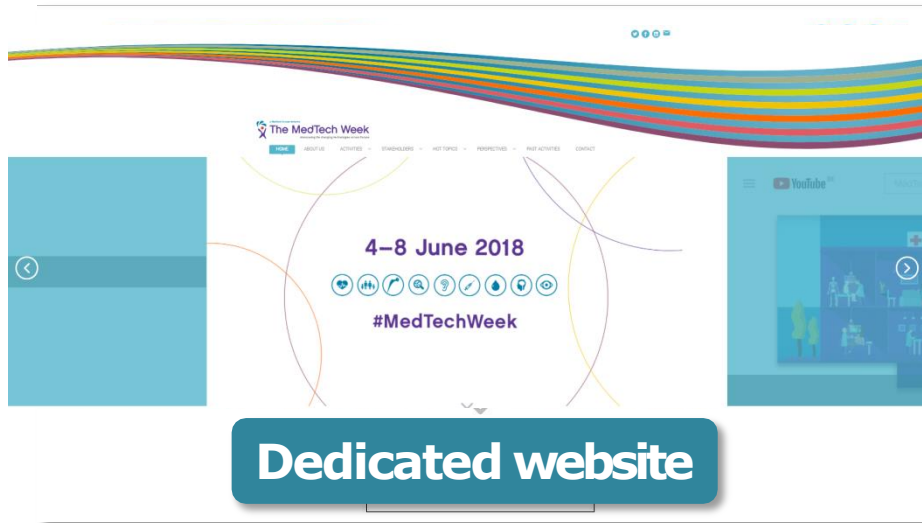
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# What can MedTech Europe do?

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**MedTech Europe will aim to 'connect  
the dots'**

# MedTech Week | Showcasing the value of medtech



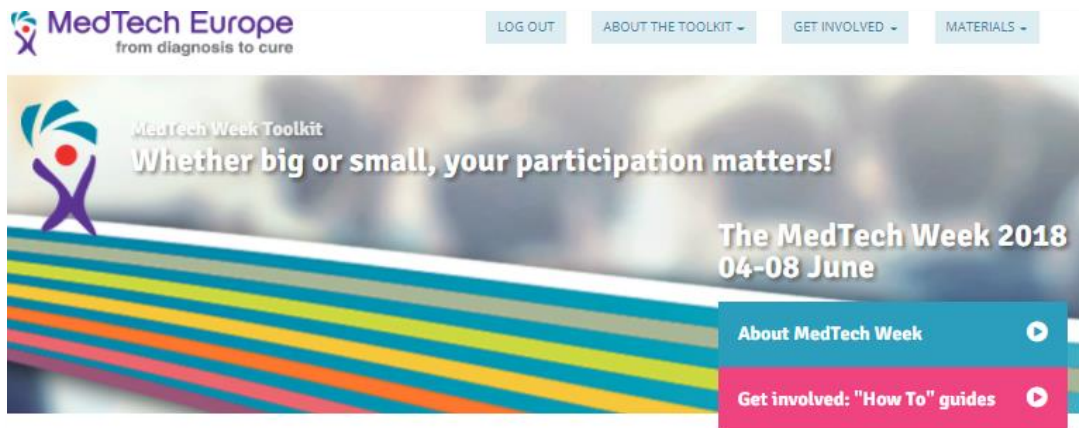
## Social Media Campaign



How well do you know Medical Technologies?  
Take our quiz to find out!

Let's begin, shall we? press ENTER

MedTech Quiz



Communication toolkit for members


# MedTech Week | Showcasing the value of medtech

## Visual Package (harmonized branding)



## MedTech Week Magazine





# MedTech Week 2018

04–08 June

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