

4-8 June 2018



a MedTech Europe initiative

The MedTech Week

showcasing life changing technologies across Europe



www.medtechweek.eu



MedTech Europe
from diagnosis to cure

What is the 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 the MedTech Week?

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.

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

General Public



Policy Makers



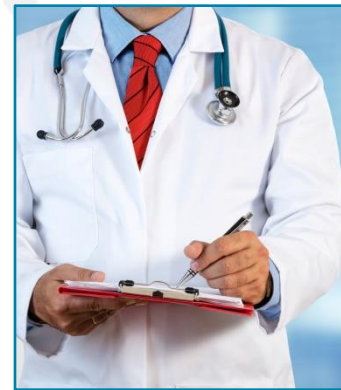
Patients & Patients
Advocates



Press



Key Health
Actors



Why engage in MedTech Week 2018?

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

Benefits from engaging in the 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.
Show case your company as a great place to work.

NURTURE YOUR COMMUNITY RELATIONSHIPS

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

HIGHLIGHT NATIONAL POLICY ISSUES

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

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?

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.

Who engaged in 2017?

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



Join the Online Conversation

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

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

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.**



Rob ten Hoedt - MedTech Europe
Chairman and Member of the
Operations Management
Committee

"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."



Serge Bernasconi – C
Executive Officer, Me
Europe

"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."



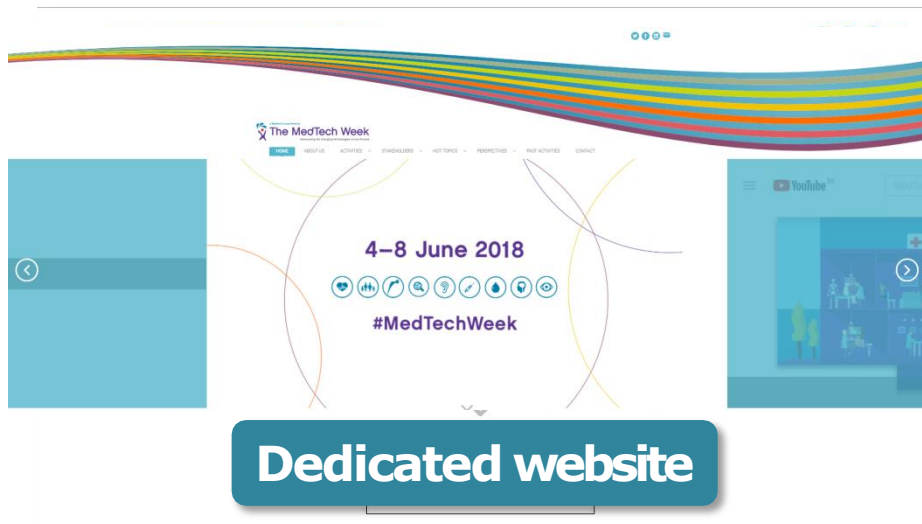
Peter Ellingworth –
Chair of National
Associations & Board
Member, MedTech Europe

"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."

What can MedTech Europe do?

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

MedTech Week | Showcasing the value of medtech



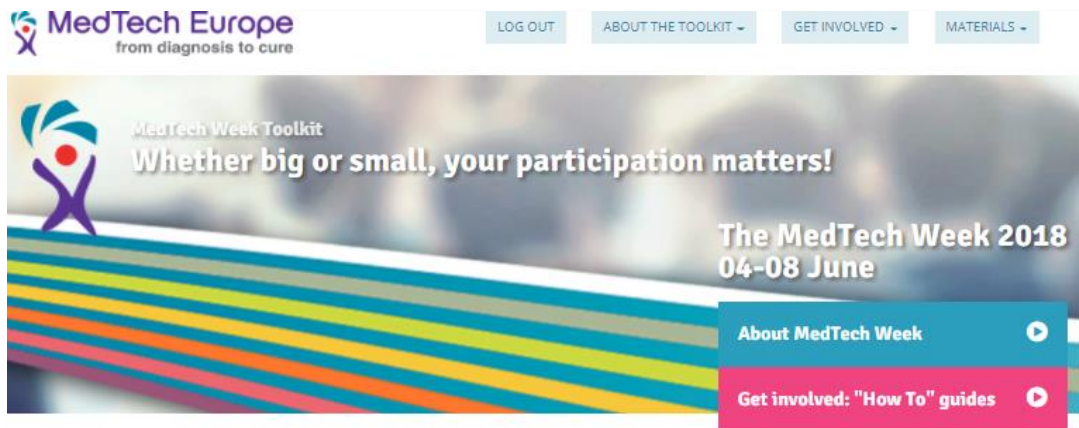
Social Media Campaign



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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