HEALTHCARE TECHNOLOGY MANAGEMENT WEEK
May 17–23, 2020

HTM Week Toolkit 2020

www.lamHTM.org
Dear HTM Colleagues,

It is never too early to start planning for HTM Week! This is a week dedicated entirely to all of you and the important work you do every day!

On behalf of everyone at AAMI, I want to sincerely thank you for your dedication to patient care through the support of innovative technology. It takes special people serve as technical experts for health technology while providing care to others – most people being total strangers that you extend your compassion to daily.

As I travel throughout country for various HTM events, the one attribute that resonates with me in everyone I meet, is everyone’s deep willingness to help and passion for what they do. The amount of people who offer volunteer their time outside of their normal work week to progress the field is humbling. With the amount of passionate people who work in HTM, I am confident our field’s future will be so bright.

AAMI’s strategic plan is dedicated to helping increase the HTM personnel pipeline of professionals entering the field and providing continuing education to HTM field at large. This year’s HTM Week contests and events are focused around these initiatives. Here are some exciting events we have planned and are doing:

- **A High School Essay contest.** We have contacted high school guidance counselors and science teachers around the country to encourage their students to participate and to learn more about the field at [www.IamHTM.org](http://www.IamHTM.org).
- **Heroic HTM COVID-19 Stories/Photos.** Throughout HTM Week, AAMI will feature stories and/or photos of your teams working on the front lines during these extraordinary times.

HTM Week is a time for all of you to reflect on the great work that you do every day. AAMI will also hold free educational webinars to enhance the celebration! What follows in this package are resources you can use to celebrate HTM Week. We hope you find them useful.

Thanks for all you do to ensure patients and their loved ones are safe and receive the best care possible. Enjoy your week. Cheers!

Sincerely,

Danielle McGeary
VP, Healthcare Technology Management (HTM)
AAMI
Healthcare Technology Management (HTM) Week, which takes place from May 17–23, promotes awareness of—and appreciation for—the critical work of professionals who manage and maintain the vast assortment of health technology found in healthcare delivery organizations.

This year’s events, planned by AAMI’s Technology Management Council (TMC), supports professional development and promotes this vital career to a new generation of HTM professionals. Here’s how you can get involved:

Heroic HTM COVID-19 Stories/Photos
AAMI sincerely thanks all the HTM professionals who are selflessly working on the front lines to combat this pandemic. Please send us photos of your teams working on the front lines and/or share any heroic stories of HTM professionals during these uncertain times. AAMI will feature all your stories and photos throughout HTM Week to showcase the important work HTM professionals do in times of need. Please email your photos and stories to gstern@aami.org by Friday, May 15th.

HTM Department Creative Photo Contest
Send us creative photos to showcase the important work of your HTM department, and we’ll feature them throughout the HTM Week on social media! We want to see your team in action, so no “class photos.” AAMI will buy lunch for the department with the best photo. If you share on social media, be sure to use the #HTMWeek and #IamHTM hashtags.

HTM Week Webinars
AAMI will host two informational webinars during HTM Week:

- **Precision of Healthcare and the Internet of Things** (Tuesday, May 19 from 2–3 p.m. ET). Experts from GE Healthcare will present about the future of precision medicine. How will interconnectivity and wireless technology, combined with analytics, cloud, and edge computing, change patient care? What does "Applied Intelligence" actually mean and how could it make healthcare cheaper and more efficient?

- **Medical Devices on Your Network: Assessing and Understanding the Risks** (Thursday, May 21, 2–3 p.m. ET). Cybersecurity experts from MedSec will explain two topics: 1) Using pre-purchase risk assessments to better assess and manage what is brought onto your network and how to best identify security risk controls and 2) Information to collect from your vendors and how to interpret it, including MDS2 (Manufacturers Disclosure Statement for Medical Device Security), and SBOM (Software Bill of Materials).
High School Essay Contest
High school students are invited to participate in a national essay contest that can earn them valuable recognition and great prizes! To enter, describe in 600 words or less how health technology has made their life or the life of someone you know better, and email your essay, name, school, town/state, and email address to HTMEssays@aami.org by March 1. The top three winners will receive a total of $1,000 and be recognized nationally during HTM Week.

Promote HTM at Your Healthcare Organization
Get the word out about the HTM field by setting up a table in your hospital’s lobby. Use that opportunity to promote the essential work of your department to guests, volunteers, patients, and other hospital employees. You can make your table engaging by setting up equipment demos and fun labs for all ages. Educate anyone who stops by about the rewarding career path that HTM offers. And do not forget to use HTM in a Box! Share your event by emailing photos to Gavin Stern (gstern@aami.org) to post online, or post them on social media using the hashtag #IamHTM and #HTMWeek.

HTM Week Facebook Banner
Show your HTM Week pride on Facebook by placing an HTM Week banner on your profile picture. The HTM Week Banner is only available during HTM Week. If you would like to show your HTM pride all year long, please use AAMI’s #IamHTM Facebook banner.
A Proclamation: Healthcare Technology Management Week

Whereas, as medical technology advances, healthcare facilities must keep pace by providing quality, well-trained professionals capable of understanding the complexity of medical equipment operation and applications; and

Whereas, the complexity of medical technology today and in the future makes it essential that those individuals responsible for the care, safety, and accuracy of this equipment are recognized as an invaluable resource to the healthcare industry; and

Whereas, biomedical equipment technicians, clinical engineers, and other medical technology professionals uniquely serve patients, the medical community, and new technology development to improve the quality of today’s healthcare; and

Whereas, these professionals research, recommend, install, inspect, and repair medical devices and other complicated medical systems, as well as advise and train others concerning the safe and effective use of medical devices, thereby controlling healthcare costs and improving patient safety; and

Whereas, the Association for the Advancement of Medical Instrumentation (AAMI) is a unique alliance of almost 7,000 members united by a common goal to increase the understanding and beneficial use of healthcare instrumentation, and

Whereas, AAMI’s Technology Management Council (TMC) seeks to advance the interests of biomedical equipment technicians, clinical engineers, and other medical technology professionals; now

Therefore, the TMC hereby proclaims May 17–23, 2020, as Healthcare Technology Management Week.
Sample Letter to Elected Officials

Encourage your elected officials (governor, mayor, city council, etc.) to recognize this special week. Simply cut-and-paste the letter below, filling in the italicized fields with the applicable information. Send your letter with a copy of the official 2020 proclamation to elected official(s) of your choice.

[Insert Date]

[Insert Name of Elected Official]

[Insert address]

Dear [Elected Official],

The biomedical equipment technicians and clinical engineers of [insert name of facility, state/region, or HTM society] request that you consider declaring May 17-23, 2020 Healthcare Technology Management Week. This celebration is sponsored by the Association for the Advancement of Medical Instrumentation (AAMI) and its Technology Management Council (TMC).

At a time of rapidly evolving healthcare technology, healthcare facilities must keep pace by providing quality, well-trained professionals who understand the complexity of medical equipment operation and applications. Biomedical equipment technicians, clinical engineers, and other professionals in healthcare technology management (HTM) serve an important role in this regard.

These healthcare professionals research, recommend, install, inspect, and repair medical devices and other complicated medical systems. They also advise and train others about the safe and effective use of medical devices, thereby controlling healthcare costs and improving patient safety.

We request that this recognition be given to support the men and women of these professions, who by their professionalism and service contribute so much to healthcare. I have included a copy of a proclamation approved recently by AAMI. Please contact me if you have any questions. Thank you for considering this request.

Sincerely,

[Insert your name and contact info]
Sample News Release

To promote this special week locally, one effective way is to send your local news media a press release. A sample release appears below. Simply cut and paste this release into a Word document. Then, fill in the necessary blanks and send to your local press. The sample is only meant to be a guide. Feel free to adapt it to fit your own specific needs.

It is always a good idea to have a second person proofread the press release before you send it. If your hospital has a marketing/community relations department, you may wish to consult with them about the distribution of your release. They may have suggestions on recommended media targets and other tips.

FOR IMMEDIATE RELEASE: [Insert Date]
CONTACT: [Insert Your Name, Phone Number, and Email Address]

Healthcare Technology Management Week is May 17-23, 2020

Local Professionals to Participate in Observance

[CITY, STATE] The biomedical equipment technicians (BMETs) and clinical engineers of [insert name of facility or biomed society] will join healthcare technology professionals from across the country in observing Healthcare Technology Management Week, May 17–23, 2020. This annual celebration is sponsored by the Technology Management Council (TMC) of the Association for the Advancement of Medical Instrumentation (AAMI).

These healthcare professionals are responsible for servicing, maintaining, and managing healthcare technologies for hospitals and other healthcare facilities, manufacturers, and third-party service organizations around the world. Skilled technicians help acquire, install, maintain, and train healthcare personnel on cutting-edge medical technology. They also support medical staff in the use of the technology.

To celebrate Healthcare Technology Management Week, [insert department name or HTM society name] has scheduled [identify any events you plan to hold during the week] to be held during the month.

[Give a sentence or so about each event].

For more information about Healthcare Technology Management (HTM), visit www.IamHTM.org.
Support HTM Week on Social Media

Show your support for the healthcare technology management (HTM) field during HTM Week (May 17–23) using the #IamHTM hashtag! Use the social media language below to increase the visibility of the important work HTM professionals do every day. Please include the official HTM Week banner above or a photo of you or your team on the job.

Here’s some sample text that you can cut-and-paste and change to be your own:

**Those working in HTM:**

#HTM professionals like me make sure that #healthcare #technology saves lives and improves health every day. We’re technicians, engineers, and so much more. Who am I? #IamHTM. What do I do? Find out: www.lamHTM.org #HTMWeek

**Supporters of HTM:**

#HTM professionals make sure that #healthcare #technology saves lives and improves #health. I’m showing my support for #IamHTM on #HTMWeek! www.aami.org/htmweek

**Organizational supporters of HTM:**

#HTM professionals work every day to ensure that #healthcare #technology saves lives and improves #health. We support #IamHTM on #HTMWeek! www.aami.org/htmweek

Feel free to add your own personal message and/or photo, while including the #IamHTM hashtag!

Here are some examples...

- #HTM professionals like me make sure that #healthcare #technology saves lives and improves health every day. Who am I? #IamHTM, and I’ve been working as a clinical engineer for Stark Industries for more than 23 years! www.aami.org/htmweek #HTMWeek

- #HTM professionals make sure that #healthcare #technology saves lives and improves #health. We at Smallville Sterilization, Inc. are proud to support the work that they do! #IamHTM on #HTMWeek! www.aami.org/htmweek

- #HTM professionals make sure that #healthcare #technology saves lives and improves #health. We at Metropolis General Hospital support #IamHTM on #HTMWeek! www.aami.org/htmweek