COMMUNICATION AND INFORMATION CAMPAIGN ON MEDICAL DEVICES REGULATIONS

2018-2021

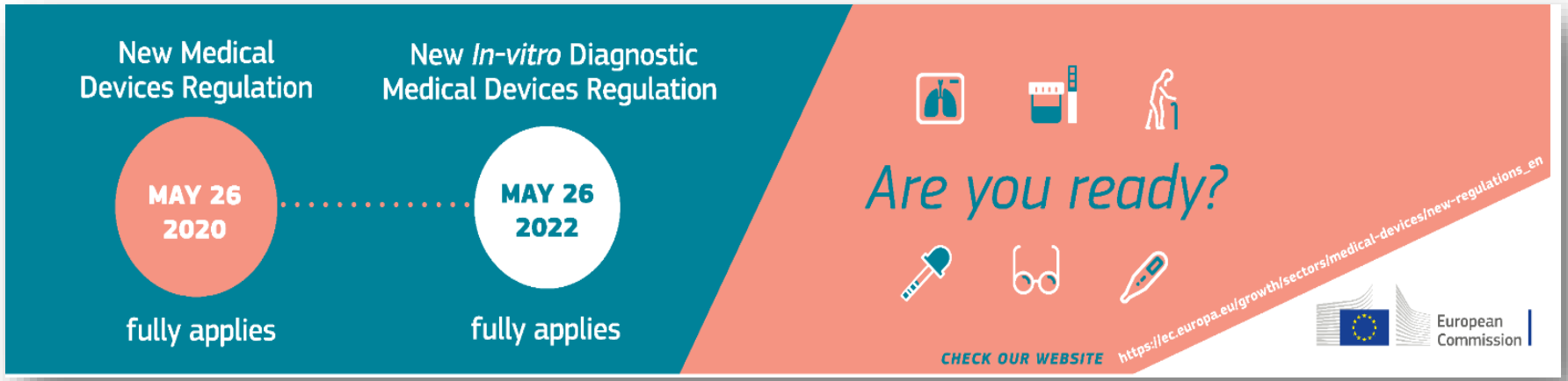
DG GROW

Introduction

- Objectives of the campaign
- Main tools used/activities performed
- 1st year achievements
- The way ahead: 2nd phase of the campaign

Objectives of the campaign

To raise awareness among stakeholders on the new Regulations and their requirements to avoid disruption of MD and IVD markets

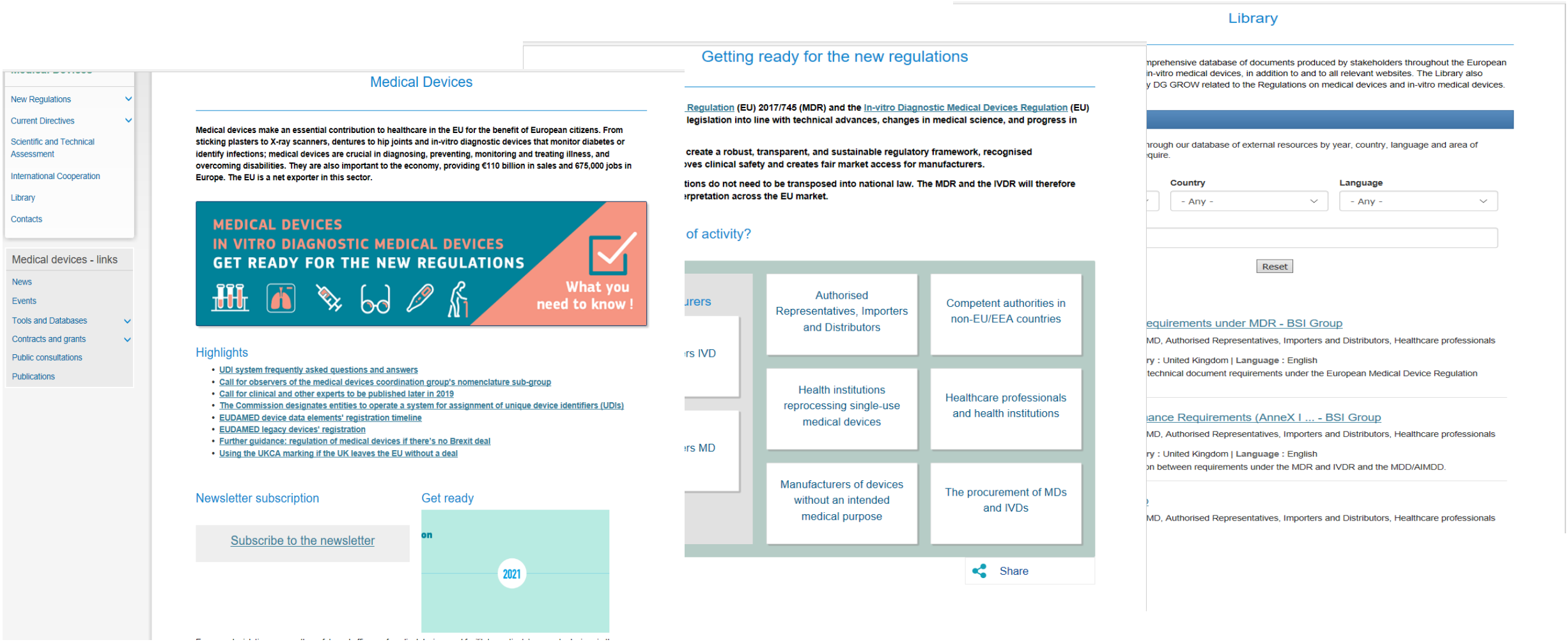


Main tools used/activities performed

- Website – DG GROW's new page = 'HUB' with key information and relevant links
- Information pack: factsheets and supporting documents for the website and stakeholders' dissemination
- Animated GIFs/visuals for social media campaign
- Infographics, Newsletters, website notifications for stakeholders and subscribers

Examples

Website – DG GROW's new page =
'HUB' with key information and relevant links



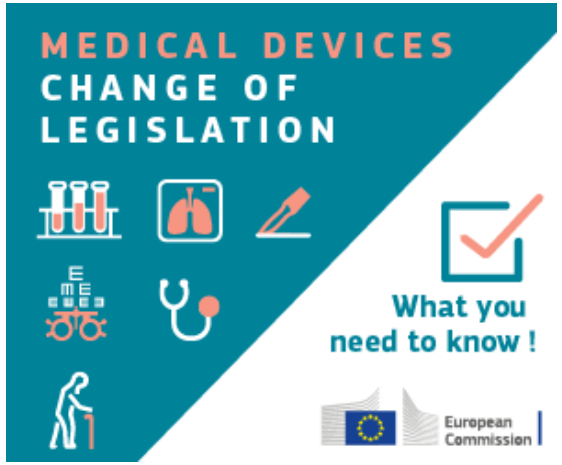
Examples

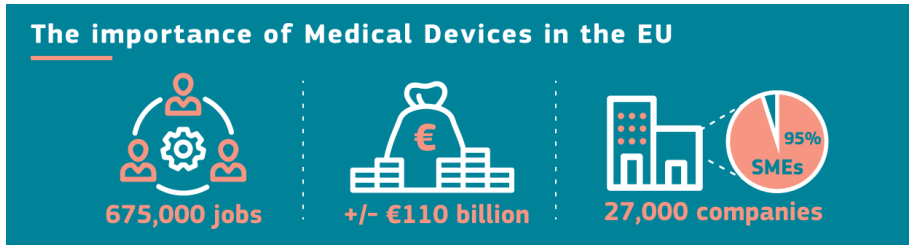
Information pack

Factsheets and supporting documents

Examples

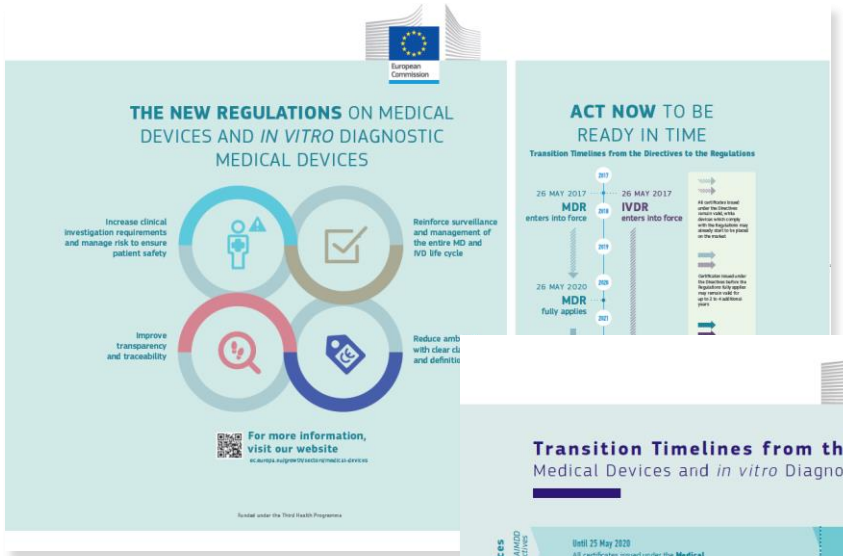
Animated GIFs/visuals for social media

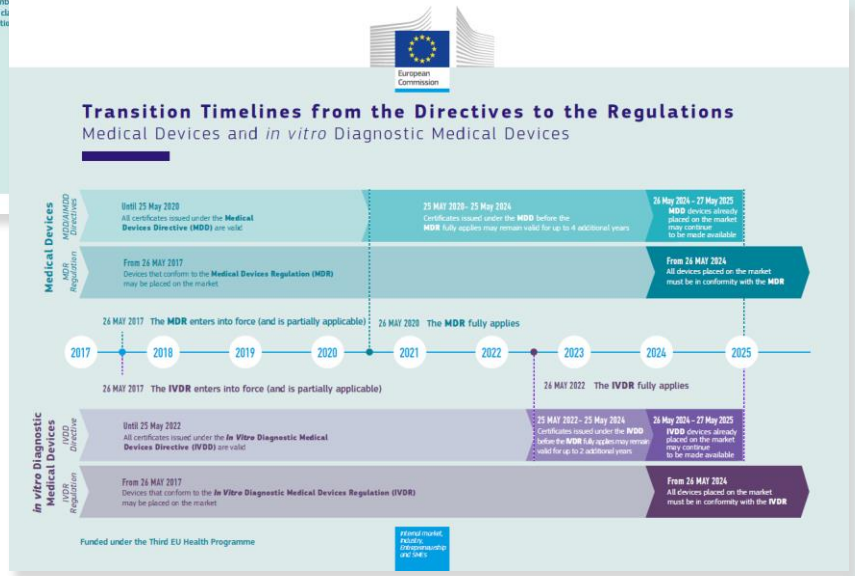


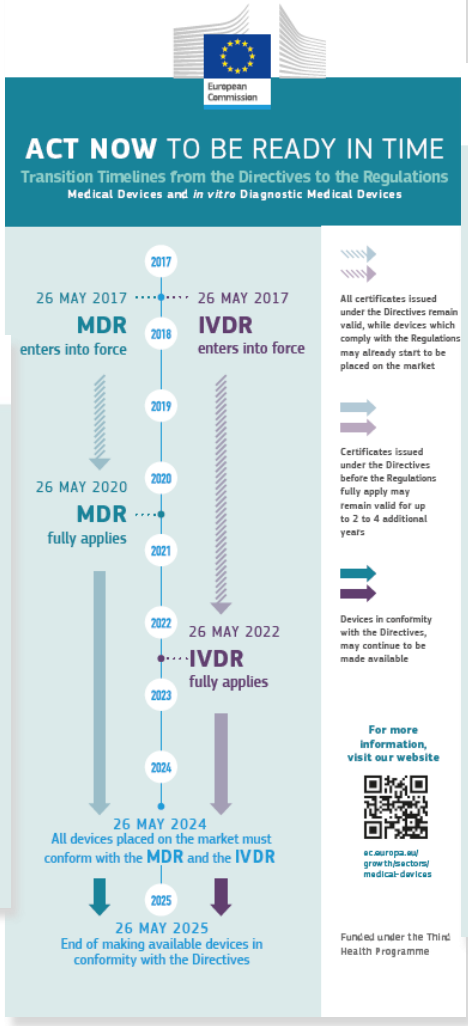


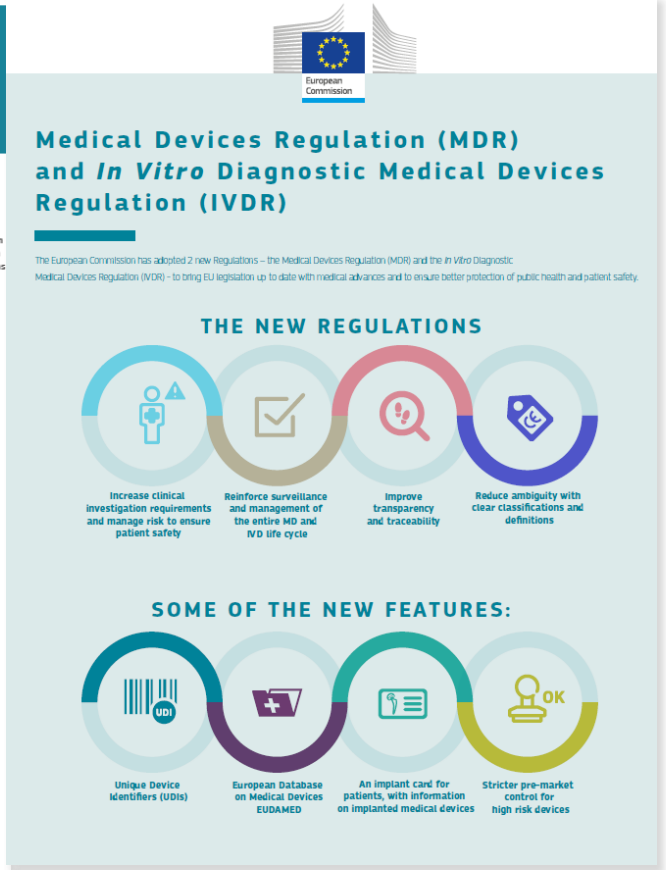
Examples

Infographics









Examples

Website notifications and newsletters

Accomplishments

- Mapping of relevant stakeholders (over 2000 contacts in and outside the EU) and outreach towards them via direct emailing, newsletters, social media targeting and phone follow up
- Online information hub created on DG GROW's website
- 5 Factsheets finalised – available on the website and disseminated to stakeholders
- 2 Step-by-step guides – available on the website and disseminated to stakeholders
- Pop-up /roll up/banner designs produced in multiple languages for stakeholders to use for their events and further dissemination
- Mapping of specialised media (approx. 1500 contacts in and outside the EU) and initial outreach (press release)

Outputs > results

Website Updates

- New section “New regulations” had peaks of activities in October, November and January resulting into 41 359 material downloads overall

Contact programme stakeholders

- Reached over 1200 stakeholders (via email and newsletter)
- Engaged in over 600 phone follow-ups to make sure they are aware of the new regulation

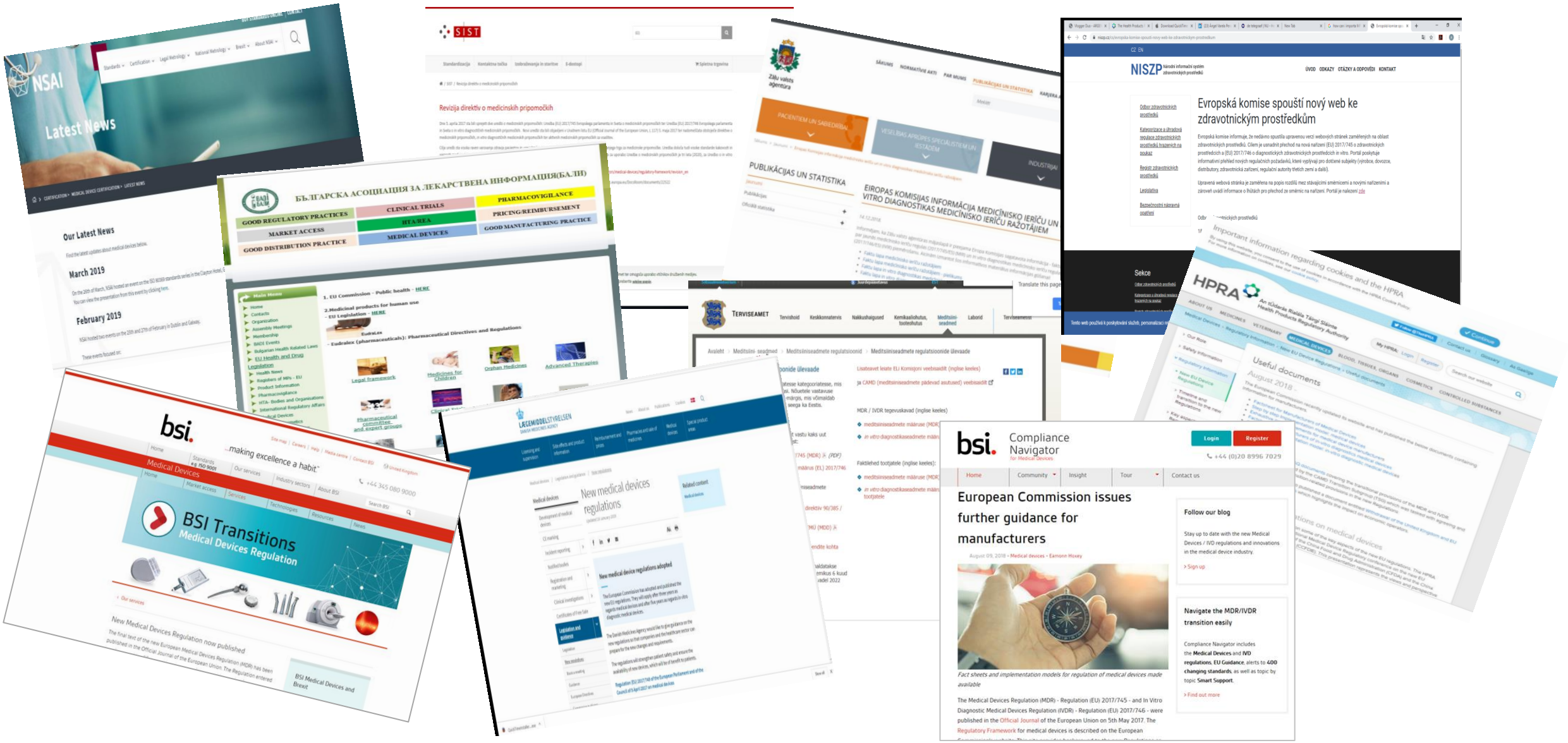
Social media campaign on Twitter and LinkedIn

- Over 6000 link clicks (to the MD website)
- Almost 2 million impressions
- Almost 800 000 video views

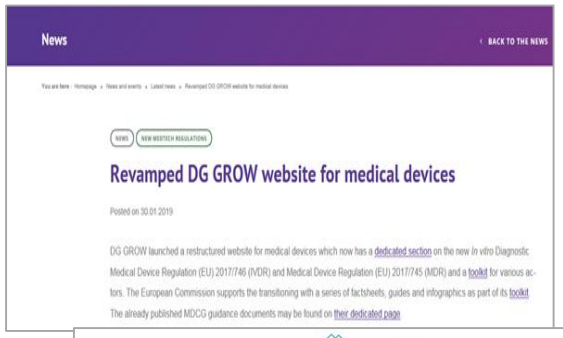
Media Relations

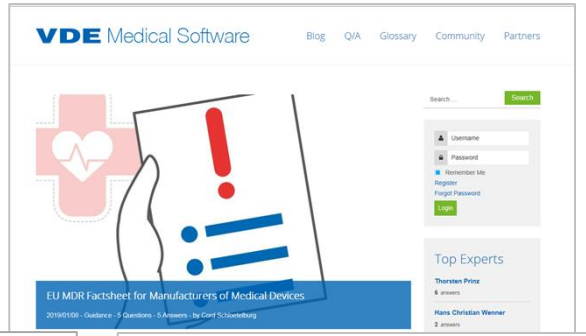
- Approximately 1500 specialised journalists mapped in the EU and outside
- Approximately 200 contacted by phone and other were reached out via press release

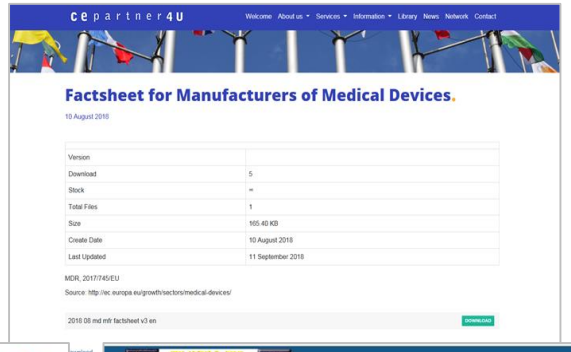
Examples of National Competent Authorities' re-dissemination

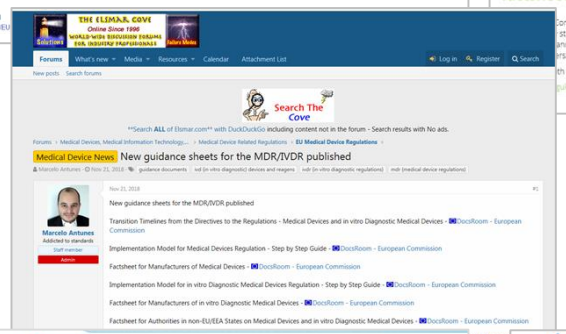


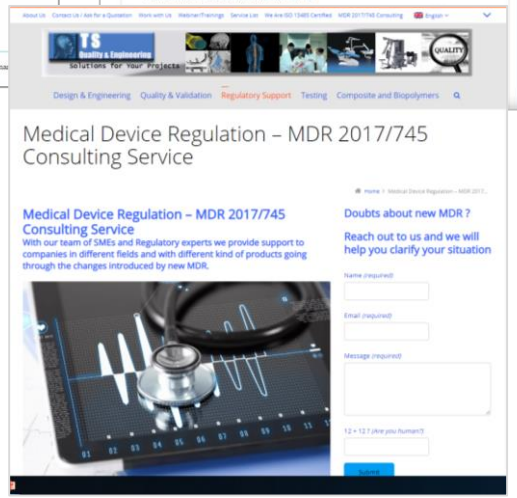
Examples of other stakeholders' re-dissemination

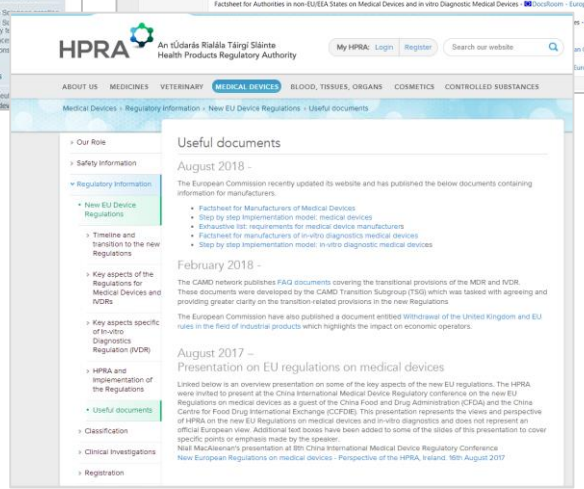


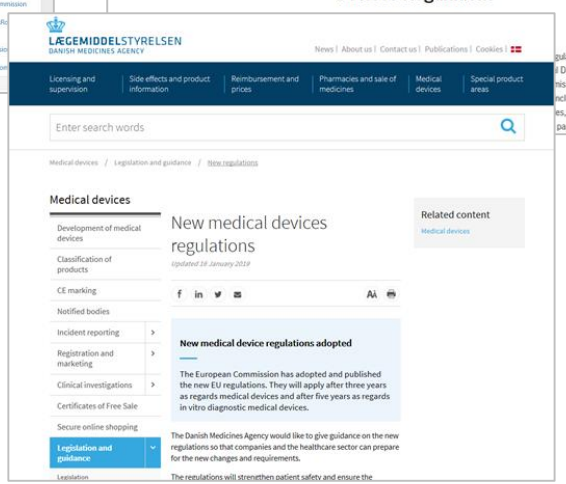












The way ahead – 2nd phase of the campaign

Objective

Raise awareness among stakeholders on the new Regulations and their requirements to avoid disruption of MD and IVD markets + patients' perspective later in the campaign

Target groups

1. Manufacturers of MD and IVD in general
2. SMEs (umbrella organisations)
3. Competent Authorities
4. Notified bodies
5. Patient organisations

The plan

Tools/material foreseen

- Stakeholder mappings updated and new stakeholders mapped (SMEs and Patient Organisations)
- New information material/packs
- Website (review and update)
- Webinars
- New animated GIFs/visuals for website and social media
- Updated infographics
- Testimonials
- Newsletters, web notifications
- Conference kit
- Media kit
- Engagement kit

Dissemination activities

- Website population
- Social media
- Stakeholders engagement and activation
- Very targeted specialised media outreach
- Supporting and participating in specialised events
- Other (media buying, etc.)

Monitoring

- KPIs and regular analysis & reporting
- Daily media monitoring and monthly reporting

The plan- Stakeholders mappings update and new mappings

- Full stakeholders mapping updated
- SMEs among MD and IVD manufacturers (umbrella organisations) mapped
- Patients organisations mapping underway
- Additional mappings – medical faculties and relevant contacts

The plan – new information materials

New factsheets/supporting materials

Produced:

- Factsheet on Healthcare Professionals and Health Institutions
- UDI system document

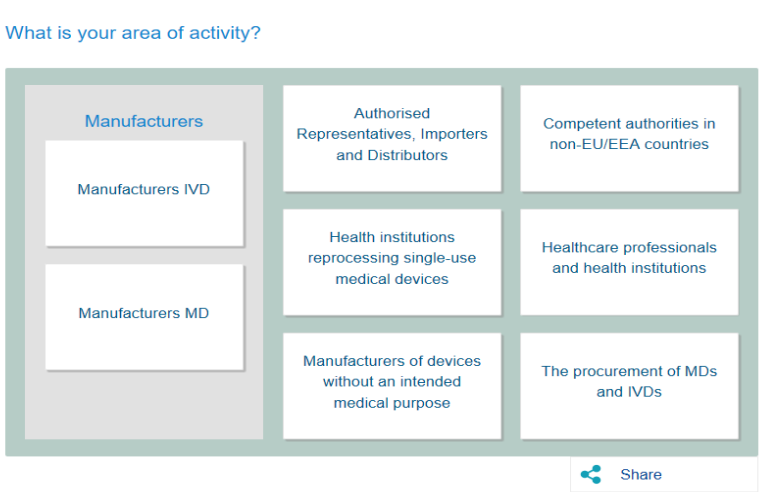
In preparation:

- Factsheet on Annex XVI
- Factsheet on Implant Card
- Factsheet on Software Medical Devices
- Factsheet on Transparency

The plan – website update /activity

Online communication HUB on MDs and IVDs Regulations

- Search engine optimisation
- Updated information
- User-friendly structure of the website
- New section on patients as of next year



✓ Total document download until November 2019 is 103.277
✓ Latest website notification on UDI was opened over 5.000 times
✓ Total number of website visits (new pages) until November is 268.910

Webinars planned

- Webinar on Clinical Investigation, in collaboration with the European Society of Cardiology (ESC)

- Webinar on patients’ rights, in collaboration with the European Patients' Forum (EPF)

*with subtitles in different languages

The plan – newsletters, web notifications, call for experts

18.10.2019

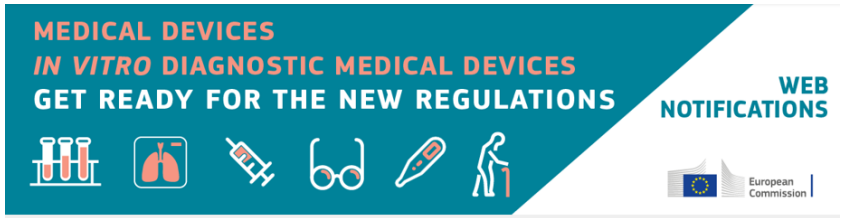
Newsletter

MDR/IVDR – what's new?

As preparations continue for the application of the new Medical Devices Regulation (MDR) and In-Vitro Diagnostic Medical Devices Regulation (IVDR), now is a good time to update you on the latest news and recent developments.

Call for experts on medical devices and in vitro diagnostic medical devices

1 Sent to over 6000 subscribers



SHARE

11.07.2019

The medical Devices section on the website of the Directorate General for Internal Market, Industry, Entrepreneurship and SMEs has been updated with new information related to the Medical Devices Regulation and / or the in vitro Diagnostic Medical Devices Regulation.

To see what's new, click on the following links:

- Call for clinical and other experts to be published later in 2019

Internal Market, Industry, Entrepreneurship and SMEs

5 Sent to over 2500 subscribers

SUBMISSION DEADLINE EXTENDED!

European Commission

07.11.2019

Notification on the 'Call for Experts on Medical Devices and In-vitro Diagnostic Medical Devices' - EXTENDED

Dear Sir/Madam,

The European Commission has extended the call for expression of interest for expert panels on medical devices and *in vitro* diagnostic medical devices.

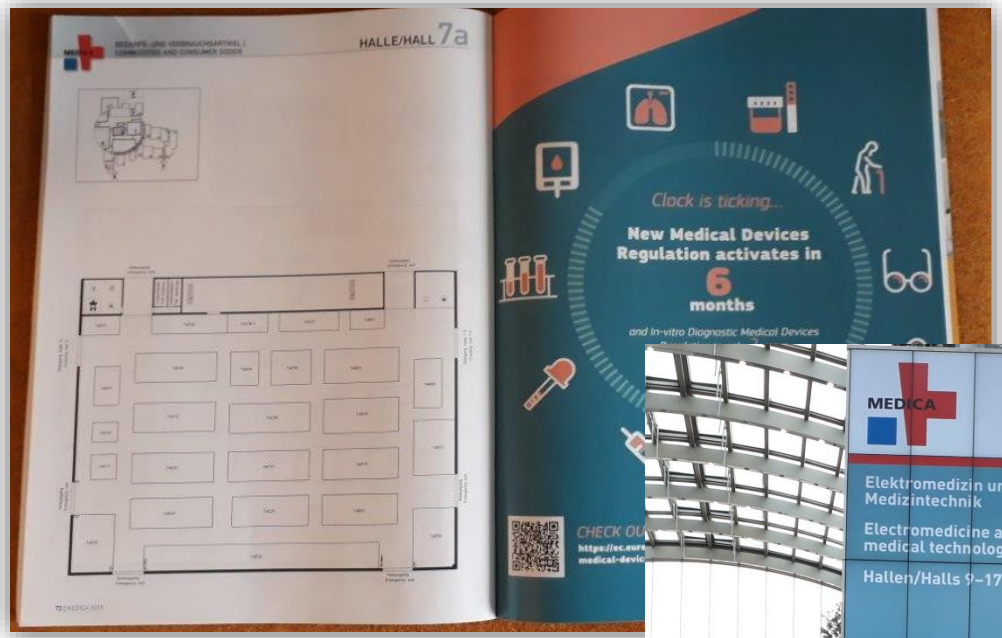
Interested candidates are invited to submit their application before **24 November 2019** through the following website:

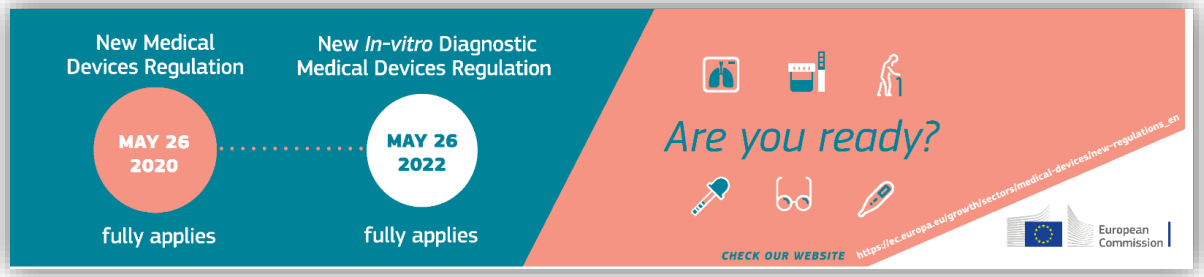
https://ec.europa.eu/growth/content/call-expression-interest-expert-panels-medical-devices-and-vitro-diagnostic-medical-devices_en

We would be grateful if you could distribute this call information and the

2 Sent to over 9500 subscribers

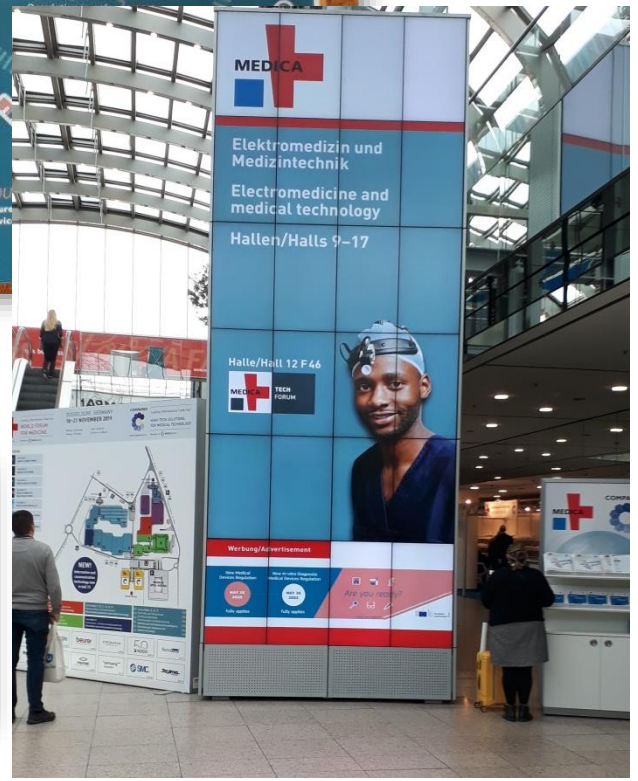
The plan – conference kit/promotional material

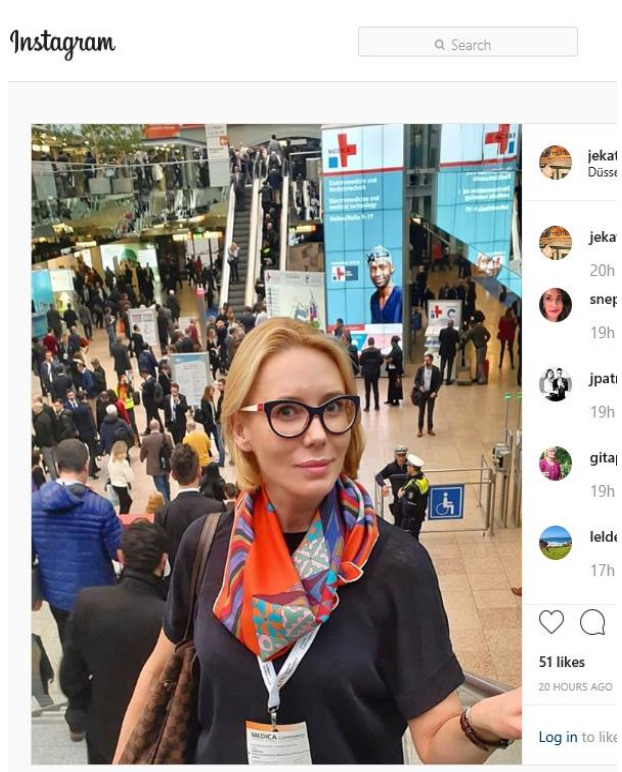




MEDICA Germany:

- Over 5 000 exhibitors
- Over 100 000 visitors





Collaboration with JAMS

- Your feedback/suggestions?
- What are your communication needs?

THANK YOU!

Contact: aleksandra.lugovic@gopacom.eu
https://ec.europa.eu/growth/sectors/medical-devices/new-regulations_en