Phone Call Script for Contacting Schools

Introduction:

Hello. This is *[name]* *from* *[company]*,

(Pause)

Ask a question:

- *I was calling to see if you have any upcoming career or STEM events, and find out how I could present at one?*

-or-

- *I was calling to see if there are any opportunities to speak with your students about careers that work with medical technology in the hospital?*

(Wait for prospect's response, and reply)

Positioning statement:

I work in the Healthcare Technology Management (HTM) field. We are the people who work with all the medical equipment and technology in a hospital to make sure it's safe and ready for patients. This is a great field for people who love technology and want a career where you can help people every day. I would love the opportunity to talk to a group of your students about it.

(Prospect responds)

If appropriate, schedule a follow-up call:

(Maybe the person you need to schedule the presentation with is unavailable)

When is a good time for me to call back?

(Ensure you get the person's name who you need to follow up with)

Write Your Own Phone Call Script

Introduction:

Ask a question:

Positioning statement:

Schedule a follow-up call:

E-mail Script

Hello,

My name is *[name]* from *[company],* and I'm looking to spread awareness of the Healthcare Technology Management (HTM) field to today's youth. Our field of engineers and technicians work with all the medical equipment and technology in a hospital to make sure it's safe and ready for patients. This is a great field for people who love technology and want a career where you can help people every day. Are there any upcoming opportunities for me to talk to your students about this field?

In the U.S., we need more than 5,000 HTM new professionals by 2025. With the aging workforce, there are lots of opportunities for young professionals as well as good pay and job security.

People walk into hospitals and are surrounded by medical equipment—from the otoscope that the doctor uses to look in your ear all the way to an MRI that can miraculously examine your body's tissues and bones. HTM professionals fix that equipment on the scene, check the equipment periodically to ensure it is safe, help plan all the medical equipment that will go into the hospital, and much more. Patients don't often think about everything that goes on behind the scenes, but HTM professionals are critical to making sure a modern hospital works.

This is a great field for someone who loves technology and healthcare, but might not want a job that entails direct, hands-on patient care. HTM departments employ both Biomedical Equipment Technicians (who can have anywhere from an apprenticeship, a 2-year associates degree or military training) and Clinical Engineers (who have a bachelor's or master's degree in electrical, mechanical, or biomedical engineering).

AAMI, a nonprofit association, recently collaborated with *USA Today* to write an article about the HTM field. You can find the link here: https://www.educationandcareernews.com/careers-in-healthcare/as-health-technology-grows-so-do-career-opportunities/. I'd love to have the opportunity to talk to your students about this career field. Please let me know!

Sincerely,

[Your full name]
[Your organization]
[Your email address]
[Your phone number]