Dear AAMI Partner:

As you know, Healthcare Technology Management (HTM) professionals—including biomedical equipment technicians, specialists, clinical engineers, and others involved in the management of healthcare technology—are vital members of world-class healthcare delivery teams. As we all work to create a safe, high-quality environment for patient care amid ever-tightening resources, communicating HTM’s role is more important than ever.

So AAMI has developed a number of resources intended to educate clinicians, executive leadership, and prospective HTM professionals about HTM’s contributions to healthcare.

Communication tools only work if people use them. So please consider posting these materials in your offices and hallways to promote greater awareness of the profession. When meeting with your hospital or health system leadership, it would be great to find ways to work in the talking points and key facts to foster collaborations in your organization. And please consider leveraging these tools to develop your own narrative about the impact your department provides.

The enclosed materials include:

- **“I Am HTM” Campaign**: The “I Am HTM” campaign recognizes and celebrates the diverse range of professionals who fall under the HTM umbrella, illustrated through four customizable posters.
- **HTM Stakeholder Sheets**: These information sheets provide background on the HTM field, as well as ideas on how various stakeholder groups can enhance their relationships with HTM professionals for the benefit of patients.
- **An Overview of HTM**: This presentation offers an informative overview of the HTM field, including the wide variety of duties performed by HTM professionals.
- **HTM Fact Card**: The HTM Fact Card can be used as an aid for developing presentations about HTM, or as a quick reference for HTM professionals to quickly and effectively communicate the benefits of the profession.
- **HTM Frequently Asked Questions**: The Frequently Asked Questions address common questions about the field.

We hope you find this information useful as we work together to champion the vital role of HTM in the healthcare community. Downloadable versions are available at [www.iamhtm.org](http://www.iamhtm.org).

And these materials are just the beginning. Other efforts are under way, including a revamp of AAMI’s website for those considering entering the field ([www.aami.org/student](http://www.aami.org/student)), and a new video touting the benefits of pursuing a career in the field.

Should you have any questions or comments, please contact Patrick Bernat (pbernat@aami.org).

Sincerely,

Mary Logan
President