2023 HTM WEEK TOOLKIT
Dear HTM Colleagues,

Get ready for HTM Week—it’s coming up soon!

On behalf of the AAMI leadership, I want to sincerely thank you for all the work you do to ensure that patients have safe and functional technology available for their care.

As I travel throughout the 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 number of people who offer to 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 the HTM field. This year’s HTM Week contests and events are focused around these initiatives. Here are some exciting events we have in store:

- **High School Student Giveaway.** To make high school students aware of the HTM field, we have contacted high school guidance counselors and science teachers around the country to encourage their students to submit an entry for a giveaway of AAMI’s BMET101 course.
- **HTM Sticky Notes.** Have you received a hilarious sticky note from a clinician on a broken medical device? We want to see it!

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!

The HTM field is truly a miraculous one as technology is the backbone of patient care. Positive outcomes would not be possible if it were not for the technology and the skilled professionals who are trained to support it. Thanks for all you do to ensure patients and their loved ones are safe and receive the best care possible. What follows in this package are resources you can use to celebrate HTM Week. We hope you find them useful.

Enjoy your week!

Sincerely,

Danielle McGeary
VP, Healthcare Technology Management (HTM), AAMI
Healthcare Technology Management (HTM) Week, which takes place from May 14–20, 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 event, 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:

CONTEST: Best HTM Sticky Notes
Let’s face it: We have all experienced medical equipment showing up at our shops with the dreaded “Broken” sticky note. What’s the best sticky note you have ever received? Share it on social media using hashtags #BIOMEDNOTES #IamHTM and #HTMWeek or email a photo to us at htm@aami.org. We will share all your hilarious and creative sticky notes all week long on AAMI’s social media channels. Everyone who submits a photo will be entered to win pizza for their HTM department! Entries must be received by May 17th, 2023.

High School GIVEAWAY Contest
High school students are invited to participate in a special HTM Week giveaway. Three high school students will be awarded access to AAMI’s new BMET101 course. To align with AAMI’s strategic initiative of promoting the HTM Field, this giveaway will give students the opportunity to learn more about careers in HTM. To enter, students need to submit a 1-2 sentence definition of what HTM professionals do in healthcare. They will be directed to “HTM in a Box” to learn the answer. All high school students, grades 9-12, can enter the contest here: https://forms.gle/vc3JeQiW6d4Hy1kN8. Submissions due by May 14th, 2023.

HTM Week Webinars
AAMI will host two, FREE, informational webinars during HTM Week sponsored by Medigate:

**Operationalizing Asset Management & Procurement Cybersecurity**

**When:** Tuesday, May 16 from 2–3 p.m. ET

Part 1 of a 6-part HTM Cybersecurity Webinar Series sponsored by Medigate. In January of 2023, Health and Human Services (HHS) made a significant update to their Health Industry Cybersecurity Practices (HICP) for Medical Device Security. Device Identification & Management are addressed in our first session! The axiom goes “You can’t protect what you can’t see.” With an increasing explosion of cyber-physical connections in healthcare, Clinical Engineering and HTM are poised to capitalize on opportunities for education, growth, and advancement.

ServiceNow and Medigate by Claroty have created an advanced integration and new workflow model for medical device asset management. In an AAMI exclusive 6-part series, we explain the unique variations that HHS has recommended for traditionally IT-centric
security practices in order to address medical device security challenges. Join us and learn why Asset Management is the first step on a cyber and operational resilience journey for medical device security:

- Learn the importance of device identification, accuracy, detail, and CMMS reconciliation
- Which downstream security process successes are predicated on accurate device identification details and why?
- What workflows can be operationalized to reduce my workload, save time, and increase cyber resilience?
- What use cases can decrease expenses, increase Gross Patient Revenue (GPR) and reduce maintenance contract costs with these HHS Best Practices?
- How can Asset Management automate the Omnibus Bill patching, updating, and SBOM requirements?
- Can these practices reduce the potential for onboarding new risks?

Speakers:

Ty Greenhalgh, Industry Principal, Healthcare – Medigate by Claroty
Mike Lussie, Global GM Healthcare and Lifesciences – ServiceNow

**Security on the Edge: Endpoint Protection**

**When:** Thursday, May 18 from 2–3 p.m. ET

Part 2 of a 6-part HTM Cybersecurity Webinar Series sponsored by Medigate. HHS recently provided a significant update to their Health Industry Cybersecurity Practices (HICP) for Medical Device Security. HICP points out that traditional endpoint security solutions don’t support medical devices the same way they support IT devices. As with authentication, most endpoint protection services are focused on agent-based approaches which assume that software and patches can be installed on the devices and managed through local or centralized servers. However, many medical devices that connect to the network do not support agents such as AV, anti-malware, host intrusion, or even basic patching to protect them from known and zero-day threats.
Realizing this limitation, CrowdStrike and Medigate by Claroty have created a new level of integration extending the features of endpoint protection to the connected medical device inventory. In an AAMI exclusive 6-part series, we explain the unique variations that HHS has recommended for traditionally IT centric security practices in order to address medical device security challenges. Join us and learn how your Endpoint Protection can be extended to your medical devices and learn:

- Why is Endpoint Protection an HHS Best Practice?
- Understand the limitations in using endpoint protection on medical devices.
- Know what data needs to be shared between solutions & the benefits to security.
- How does the combination of the solutions provide more comprehensive and accurate real-time vulnerability detection and response?
- Unmanaged Devices…. Do we have those? How many and why?
- How to identify OS vulnerabilities and unpatched devices before a security event.

Speakers:

Ty Greenhalgh, Industry Principal, Healthcare – Medigate by Claroty
Todd Felker, Executive Healthcare Strategist - CrowdStrike

THANK YOU TO OUR SPONSOR!

Promote HTM at Your Healthcare Organization
Get the word out about the HTM field by setting up a table at your facility. Use that opportunity to promote the essential work of your department to guests, volunteers, patients, and other 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 HTM@aami.org to post online or post them on social media using the hashtags #IamHTM and #HTMWeek.
A Proclamation: 2023 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 more than 10,000 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.

Therefore, AAMI's TMC hereby proclaims May 14-20, 2023 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 2023 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 14-20, 2023 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 14-20, 2023

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 14–20, 2023. 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.lamHTM.org.
Support HTM Week on Social Media

Show your support for the healthcare technology management (HTM) field during HTM Week (May 14–20) by:

1. Using the #IamHTM and #HTMWeek hashtags in your social media posts;
2. Posting creative messages on social media showing your support for the HTM profession. (Some social media samples are listed below, but feel free to use your own creative message and tag your organization, if applicable) and;
3. Sharing images in your social posts of your HTM team at work, #IamHTM selfies, and/or the #HTMWeek social images below.

Sample Social Copy

“Join us in celebrating #HTMweek May 14-20, 2023 as we recognize Healthcare Technology Management professionals for their critical work in ensuring the safe and effective use of healthcare technology. Learn more: www.IamHTM.org #IamHTM”

“To all the HTM professionals working through unprecedented challenges to ensure the safe and effective use of healthcare technology... THANK YOU. #IamHTM #HTMWeek Learn more: www.IamHTM.org”

“As a healthcare technology management (HTM) professional, I am a key member of the healthcare delivery care team ensuring patient safety by managing, repairing, and monitoring healthcare technology. Learn more: www.IamHTM.org #IamHTM #HTMWeek”