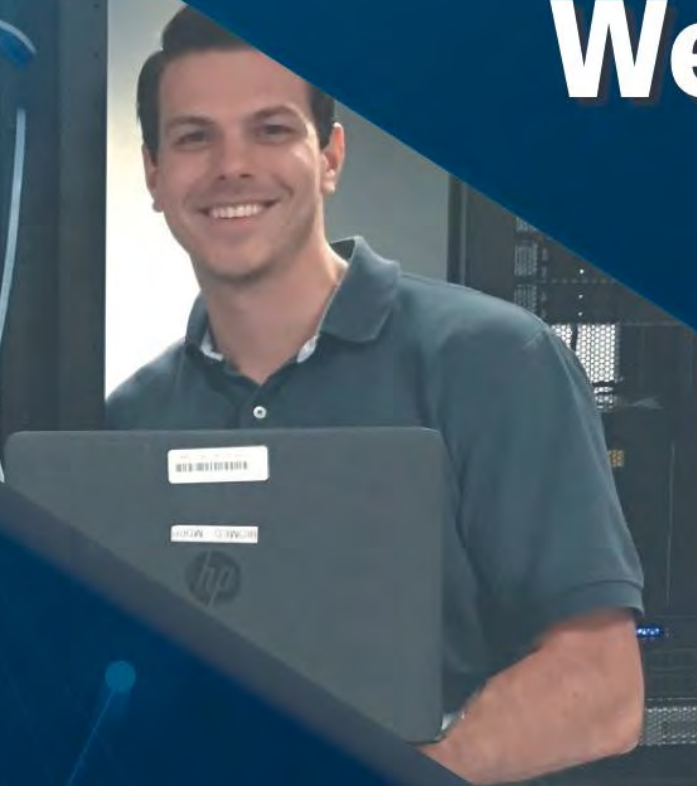


Healthcare Technology Management Week

May 16–22, 2021



Healthcare Technology Management Week

#IamHTM

www.IamHTM.org

May 16–22, 2021



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!

2020 was a dynamic year filled with many personal and professional challenges for us all and our jobs as HTM Professionals can sometimes feel thankless. For those of you who have not been thanked, I want to take this opportunity to say, “Thank You” and express how proud AAMI is of every single one of you. Throughout this year, you all have defined compassion and agility. Through everything, you all continued to show up, shared your knowledge, offered to help the greater HTM community, and evolved our practice in unprecedented ways. If 2020 has taught us anything, it is that we always make it through 100% of our most difficult days. And, as a community, we always band together for the mission of humanity and the safe care of patients.

In light of the COVID -19 pandemic, this year’s HTM Week contests and events are focused around showing thanks for all of our HTM colleagues. Here are some exciting events we have planned and are doing:

- **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 event a giveaway for AAMI’s BMET101 course.
- **Virtual Shout-Outs to HTM Colleagues.** Do you have an HTM colleague or departments who deserves an extra thank you? Celebrate their great work by submitting a public shout out to appear on aami.org! Fill out the **submission form** with your post we'll make sure to get it up on the wall! All HTM professionals who receive a shout-out will be contacted to receive an #IamHTM mask.

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.

When I reflect on 2020 with our AAMI family of HTM Professionals, it is hard not to be grateful and thankful for all we have accomplished together despite everything that has been happening in the world around us. We hope you are proud of yourselves for showing the utmost resiliency in the most uncertain of times. If I can ever do anything to offer further support, please don’t hesitate to reach out. Have a great HTM Week!

Sincerely,

A handwritten signature in black ink that reads 'Danielle C. McGeary'.

Danielle McGeary

VP, Healthcare Technology Management (HTM)

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Join the #IamHTM Celebration

AAMI's Healthcare Technology Management (HTM) Week, being held May 16–22, 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), support professional development and promote this vital career to a new generation of HTM professionals. Here's how you can get involved:

HTM Week Shout Outs

Do you have an HTM colleague or departments who deserves an extra thank you? Celebrate their great work by submitting a public shout out to appear on aami.org! Fill out the [submission form](#) with your post, hopefully with an image to go with it, we'll make sure to get it up on the wall! All HTM professionals who receive a shout-out will be contacted to receive an #IamHTM mask.

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 14th**.

HTM Week Webinars

AAMI will host two, FREE, informational webinars during HTM Week:

- [Compliance Issues in HTM and Keys to Success](#)
Tuesday, May 18 from 2:00–3:00 p.m. ET
Herman McKenzie, SIG Director of Engineering for the Joint Commission, will review the common issues that organizations deal with in managing their healthcare technology management programs and keys tips and strategies to successfully addressing these.

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HTM Week Webinars cont'd

- [Medical Device Reporting and FDA Basics for HTM Professionals](#) Thursday, May 20, 2:00–3:00 p.m. ET

Biomedical Engineers from the FDA MEDSUN team will explain 1) Overview of CDRH and working with FDA to report medical device issues to improve patient safety. 2) Different ways that new devices get to the market and related requirements of device manufacturers. 3) Medical device recall process and types of recalls. 4) Examples of how HTM professionals can partner with FDA.

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High School Giveaway Contest

High School students are invited to participate in a special [HTM Week Giveaway Contest](#). 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 by the contest deadline of **Friday, May 22**. They will be directed to [HTM in a Box](#) to learn the answer. [ENTRY FORM](#)

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 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: 2021 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; and

**Therefore, AAMI's TMC hereby proclaims May 16-22, 2021
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 2021 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 16-22, 2021 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 16-22, 2021

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 16–22, 2021. 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.

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Support HTM Week on Social Media

Show your support for the healthcare technology management (HTM) field during HTM Week (May 16–22) by:

1. using the **#lamHTM** and **#HTMWeek** hashtags in your social media posts;
2. adding our custom HTM Week frame to your Facebook profile pic;
3. posting creative messages on social media showing your support for the HTM Field. (Some social media samples are listed below, but feel free to use your own creative message and tag your organization, if applicable) and;
4. sharing images in your social posts of your HTM team at work, #lamHTM selfies, and/or the #HTMWeek social images below.

Sample Social Copy

“Join us in celebrating #HTMweek May 16-22, 2021 as we recognize Healthcare Technology Management professionals for their critical work in ensuring the safe and effective use of healthcare technology. Learn more: www.lamHTM.org #lamHTM”

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

Social Images

1200x1200 (FB, IG)



1200x629 (Twitter, LI)



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