

HEALTHCARE TECHNOLOGY MANAGEMENT



WEEK

MAY 19–25, 2024

TOOLKIT

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HEALTHCARE TECHNOLOGY MANAGEMENT WEEK

MAY 19–25, 2024

AAMI
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Dear HTM Colleagues,

HTM Week 2024 will be here before you know it and it's time to celebrate!

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.

Serving in this role at AAMI and working alongside you all every day is a professional privilege and honor. AAMI has accomplished a lot over the past 5 years and if it weren't for all the dedicated HTM professionals out in the field who support our work and mission, we would not have pioneered the new paths we have to serve the HTM field and, ultimately, advance healthcare.

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 at large. This year's HTM Week contests and events are focused around these initiatives. Here are some exciting events we have planned:

- **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 enter a giveaway for 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 to celebrate every single one of you and the great work your teams accomplish every day. AAMI is also holding free educational webinars to enhance the celebration! What follows in this package are resources you can use to celebrate HTM Week.

The dedication, expertise, commitment to quality, and compassion I witness from all of you daily is truly an inspiration. Thanks for all you do to ensure patients and your communities are safe and receive the best care possible. Enjoy your week!

Sincerely,

Danielle McGeary
VP, Healthcare Technology Management (HTM)



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Healthcare Technology Management (HTM) Week, which takes place from May 19–25, 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:

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 useless sticky notes all week long on AAMI's social media channels. Everyone who submits a photo will be eligible to win a pizza for their HTM department! Entries must be received by May 24th, 2024.

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/CAGRAFqfFoenvxZ3B7>. Submissions due by May 17th, 2024.

HTM Week Webinars

AAMI will host three, **FREE**, informational webinars during HTM Week:

HTM Cybercraft: Navigating the Cyber Physical Maturity Journey

When: May 21, 2024 from 2:00PM–3:00PM

Presenter: Ty Greenhalgh, Industry Principal, Healthcare – Medigate by Claroty

Description: Embark on a healthcare cybersecurity odyssey with our six-part webinar series on the Cyber-Physical Security Maturity scale. Join the inaugural session to delve into the cybersecurity challenges in healthcare and the pivotal role of Clinical Engineering/Health Technology Management in risk reduction and patient safety. Explore the essential considerations for people, technology, and processes as your institution sets out on this transformative journey. Subsequent webinars will unravel each stage of the maturity process, hosted by specialists who have already traveled the road, ensuring a comprehensive and practical perspective.

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HTM Week Webinar: Adding to the Toolbox – Tips to Grow into a Better Leader

When: May 23, 2024 from 2:00PM–3:00PM

Presenter: Greg Czajka, Advocate Health

Description: Great leadership doesn't occur overnight – it takes years to cultivate, and we pick up bits and pieces along the way. Some of these ideas are learned from a mentor, a formal class, through osmosis while on the job or even through the failure of others (what not to do)! One of my mentors taught me that every new tactic you learn is a tool you added to your toolbox. Your toolbox can be as big as you want, and you should continually add to it to advance your own development. The goal of this course is to share some of the tools I picked up along my journey, so you don't have to learn them the hard way.

HTM Week Webinar: Next-Level HTM: Advancing Your Program through Data and Tech

When: May 23, 2024 from 2:00PM–3:00PM

Presenter: Dave Brennan, SVP Clinical Solutions

Description: Join AAMI and PartsSource as we discuss how progressive HTM leaders have evolved to become best-in-class using AAMI's HTM Levels Guide. Learn about the 5 levels of HTM Maturity and discover how data and innovative technology platforms can help HTM teams advance their capabilities to drive clinical, operational, and financial outcomes - ensuring clinical assets are available for patient care.

Sponsored by:

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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 HTM@aami.org to post online or post them on social media using the hashtag **#IamHTM** and **#HTMWeek**.

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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 2024 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 19–25, 2024 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]

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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 19–25, 2024

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 19–25, 2024. 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 19–25) using the **#IamHTM** hashtag! Use the social media language below to increase the visibility of the important work HTM professionals do every day. Please include the official HTM Week banner above or a photo of you or your team on the job.

Here's some sample text that you can cut-and-paste and change to be your own:

Those working in HTM:

#HTM professionals like me make sure that #healthcare #technology saves lives and improves health every day. We're technicians, engineers, and so much more. Who am I? #IamHTM. What do I do? Find out: www.IamHTM.org #HTMWeek

Supporters of HTM:

#HTM professionals make sure that #healthcare #technology saves lives and improves #health. I'm showing my support for #IamHTM on #HTMWeek! www.aami.org/htmweek

Organizational supporters of HTM:

#HTM professionals work every day to ensure that #healthcare #technology saves lives and improves #health. We support #IamHTM on #HTMWeek! www.aami.org/htmweek

Feel free to add your own personal message and/or photo, while including the #IamHTM hashtag!

Here are some examples...

- #HTM professionals like me make sure that #healthcare #technology saves lives and improves health every day. Who am I? #IamHTM, and I've been working as a clinical engineer for Stark Industries for more than 23 years! www.aami.org/htmweek #HTMWeek
- #HTM professionals make sure that #healthcare #technology saves lives and improves #health. We at Smallville Sterilization, Inc. are proud to support the work that they do! #IamHTM on #HTMWeek! www.aami.org/htmweek
- #HTM professionals make sure that #healthcare #technology saves lives and improves #health. We at Metropolis General Hospital support #IamHTM on #HTMWeek! www.aami.org/htmweek



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A Proclamation: 2024 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 over 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; and

**Therefore, AAMI's TMC hereby proclaims May 19–25, 2024
Healthcare Technology Management Week.**