



HTM

Toolkit and Resources

Healthcare Technology Management Week

May 19–25, 2019

www.lamHTM.com



Dear 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.

Since becoming Vice President of HTM at AAMI last year, I have traveled the country and had the honor of meeting many of you. It's been such a rewarding experience and an absolute honor. I've been incredibly impressed with the genuine passion that so many HTM professionals have in their work and in attracting new professionals to the field, which is critically important.


Since the HTM field is facing a shortage of workers, AAMI geared this year's HTM Week contests and events around this challenge.

- We have brought back the High School Essay contest. We have contacted high school guidance counselors and science teachers around the country to encourage their students to participate and to learn more about the field at www.lamHTM.org.
- We have launched an HTM Video Contest. AAMI created three musical tracks, all made 100% from medical device sounds. Pick a track and record a video to the music promoting the HTM field. We might just use your video to promote the field to students of all ages. Visit www.AAMI.org/HTMVIDEO for more information. I hope you all have as much fun participating as we did making the demo video.

[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.

The HTM field is truly a miraculous one as technology is the backbone of patient care. Positive outcomes would not be what they are 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. Enjoy your week. Cheers!

Sincerely,



Danielle McGeary

VP, Healthcare Technology Management (HTM)
AAMI

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), supports professional development and promotes this vital career to a new generation of HTM professionals. Here's how you can get involved:

Video Contest

What makes being an HTM professional awesome? Show off your department's pride by recording a short video using AAMI-produced music composed entirely of medical device sounds. Visit www.aami.org/HTMVideo for instructions. The deadline is April 22. Three winners, who will receive gift cards of up to \$400, will be announced on May 24.

HTM Week Webinars

AAMI will host two informational webinars during HTM Week:

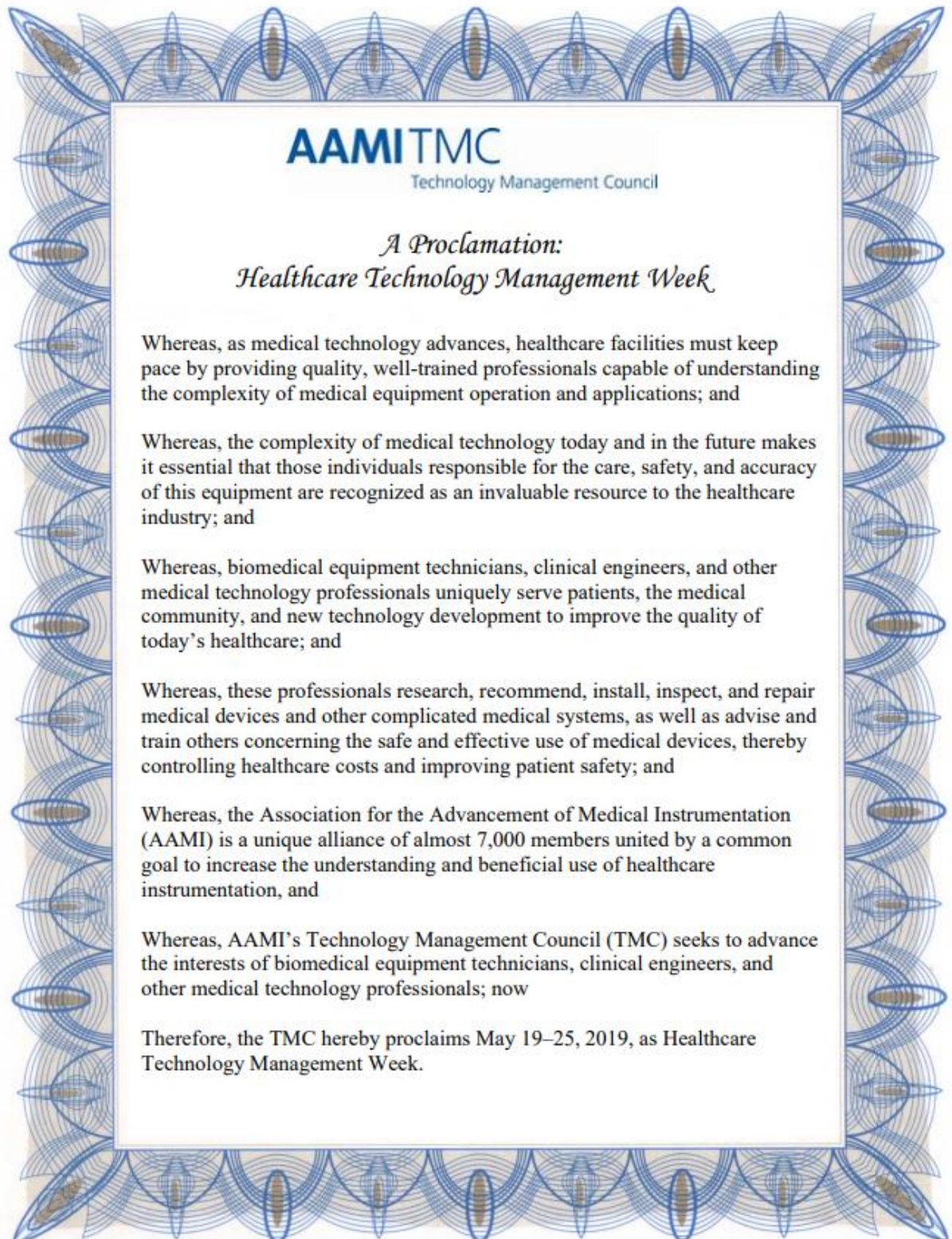
- [HTM Best Practices in Large Health Systems](#) (Tuesday, May 21 from 2–3 p.m. ET). Leaders who manage HTM departments at Intermountain Health, Texas Health, and Advocate Health will share industry-leading practices they successfully implemented across their systems. You can use these tips to enhance operational efficiency, performance, and productivity in any size HTM department.
- [Using HTM Data to Drive High Reliability Healthcare](#) (Thursday, May 23, 2–3 p.m. ET). See how HTM professionals at the Department of Veterans Affairs (VA) reduced variability across the system's 170 medical centers. It will also explain how the VA uses data to improve patient safety, monitor and benchmark program performance, strategically plan for new medical technology, and manage cybersecurity.

High School Essay Contest

What will the HTM field look like a generation from now? For this contest, high school students must use their imaginations to share a vision—in 600 words or less—of their HTM career in 20 years, as well as how the technology of the future will be used to improve patient care. Gift cards will be awarded for first (\$500), second (\$300), and third (\$200) place. **Submit entries by April 22 to HTMEssays@aami.org.** The winners will be announced on May 24.

Promote HTM Week 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. Share your event by emailing photos to Gavin Stern (gstern@aami.org) to post online, or post them on social media using the hashtag **#IamHTM**.



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 2019 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, 2019 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 19–25, 2019

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, 2019. 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 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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