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## 01 AUDIENCE

**110K**

unique monthly visitors

**70%**

of subscribers are manager-level or above

**100%**

of the top 10 medical device companies in the world read MedTech Dive

**MEDTECHDIVE**

**45,600**

SUBSCRIBERS

You'll find MedTech Dive's news and insights in the inbox of notable subscribers, like:

- VP, Strategic Customer Group, Johnson & Johnson
- VP, GPO, Cardinal Health
- COO, Integrated Healthcare Solutions
- VP and Treasurer, Boston Scientific
- VP, Global Medical Safety, Becton Dickinson
- CFO, US & Canada Service, GE Healthcare
- VP, R&D, Teleflex
- Sr. VP, Global Government Affairs, Zimmer Biomet
- Vice President, Global Regulatory Affairs, Baxter International Inc.
- Head of Emerging Technologies, Novartis

## 02 TOP-PERFORMING CONTENT

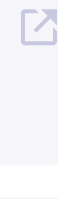
Obstacles like labor shortages and supply chain disruptions ushered in by the pandemic continue to linger and impact the medical technology industry today. Coupled with recent economic concerns and regulatory shifts, industry leaders have their work cut out for them. But despite the strain from these issues, medical tech leaders are still finding ways to surge forward with technological innovations and novel methods of care. Let's take a look at what our readers have been focused on.

### Top 5 topics

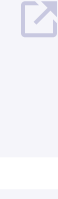
1. Medical devices
2. Policy & regulation
3. Diagnostics
4. Recalls
5. Digital health

### Top 10 MedTech Dive stories

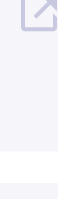
82 more deaths linked to Philips' recalled devices reported to FDA, bringing total to 346



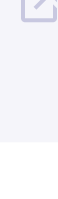
Baxter, Abbott, Thermo Fisher among MedTech firms cutting jobs on supply issues, slide in testing



European Commission formalizes plan to extend MDR transition out to 2027, 2028



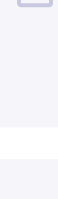
How Abbott plans to make its Freestyle Libre a \$10B product



Abbott device approval sets up battle with Medtronic, Nevro for diabetic peripheral neuropathy treatment



Diabetes outlook: What Dexcom, Medtronic and other leaders are watching in 2023



EU Health Commissioner proposes MDR delay to prevent medical device shortages



Medtronic CEO Martha: No more divestitures planned for 2023, but review continues



Friday Q&A: Medtronic's Chan talks patient monitoring spinoff, rise of home care



Dexcom secures Medicare coverage for G7 CGM with device set to launch this week



### Keywords resonating right now

cost-cutting

layoffs

M&As

revenue/earnings

diabetes

COVID testing technology

medical device news

spinal cord stimulator issues

healthcare spinoffs device recalls

## 03 TRENDS

### Industry economics

- M&A
- Decreased capital investments
- Pricing improvements

### Regulatory challenges

- Increase in applications
- Lack of regulatory capacity/bandwidth
- Implementation of MDR

### Economic fallout

- Layoffs
- Staffing shortages
- Supply chain shortages

### Tech

- Wearables
- AI and machine learning
- Digital health

Our readers spent nearly 2x as long on these stories than the average story:

- [Zimmer, Boston Scientific set to lead positive medical device pricing trend in 2023: analysts](#)
- [Medtronic ordered by jury to pay \\$106.5M to Colibri over TAVR patent infringement](#)

### Economic effects

Staffing and supply chain shortages continue to plague the medical technology industry, imparting additional negative financial effects into an already uncertain economic outlook. This pressure cooker has many leaders executing layoffs in waves due to the surge — and now, reduction — in demand for pandemic related jobs.

M&As and capital investments have understandably slowed as a result, but as consumer demand for medical technology steadily rises, the future is starting to look bright once again. Medtech giants are particularly excited about partnering with software and AI companies to harness current data to improve products — and ultimately patient outcomes.

### Regulatory challenges

The pandemic-induced surge in FDA applications continues as the development of non-COVID-19 products and devices steadily increases. Largely due to the expanded role of AI and machine learning, medical tech companies are innovating at a rapid pace.

Just now emerging from the backlog of COVID-19 related proposals, the FDA lacks the capacity and regulatory approach to keep pace with the volume of applications and new technologies, creating a frustrating bottleneck. The FDA is attempting to quickly shift protocols to adopt a more advanced review approach rooted in machine learning.

### The intersection of tech and digital health

A gap exists between the amount, complexity, and type of data medical tech professionals have access to and their ability to utilize it effectively. Since many institutions have yet to integrate AI/machine learning data analysis and modeling, operations are not as efficient as they could be.

In 2023, medical tech leaders will be looking to change that by building teams of in-house experts and bringing in the AI technology/machine learning tools required to revolutionize.

## 04 MARKETING INSIGHTS

Gain approval with this audience by reflecting the content preferences of over 45,600 MedTech Dive subscribers in your strategy:

### Content Characteristics

- Data-backed
- Actionable
- Informative
- Forward-thinking

### Content Types

- Insights on overarching trends via trendlines
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

### Take the longview

Remember: it can take years for trends, technologies, and policy changes to come to fruition in this industry. Be sure to keep this audience in the loop on stories years in the making by providing critical updates from research, to application, to approval.

### Quell their uncertainties

Medical tech executives are up against a number of concurrent uncertainties in the present moment. They need practical solutions to their biggest challenges, including navigating economic concerns, approval bottlenecks, digital/data transformation with AI, and beyond. Provide solutions-based messaging to help these leaders remain proactive.

### Balance industry- and patient-oriented content

The medical tech industry is a dynamic one, where leaders swing from content about business operations, to regulatory news, to patient-centered info. Ensure you're covering all the bases. Implement a strong persona strategy to tailor content to various roles & responsibilities across this industry.

studio / ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

Contact us

