



# 2022 **YEAR IN REVIEW**

Dear Members,

Thank you for your continued support of The Massachusetts Industry Device Council (MassMEDIC) this year. With your membership, we are the largest regional medical device industry association in the nation.

As a MassMEDIC member, you are part of a community of innovators that believe in collaboration and collective success. Our network and resources help you navigate today's evolving healthcare ecosystem and strengthen your goals through connection, education, awareness, and advocacy.

This was a banner year for MassMEDIC, growing our staff, bringing back in-person events with our Medtech Impact Gala in July and recruiting The MedTech Conference to Boston in October, launching our Why Medtech campaign and advocating for you from Beacon Hill to Washington, DC.

Please enjoy this report to learn a few of the ways we are working for you every day. On behalf of the MassMEDIC team, we are glad you are part of our membership.



A stylized, handwritten signature in white ink, appearing to read 'BJ'.

**Brian Johnson**  
President  
MassMEDIC





# CONNECTION

BROUGHT BACK IN-PERSON EVENTS, FOSTERING COLLABORATION AMONG OUR ECOSYSTEM



## MEDTECH IMPACT *Gala*

JULY 12TH, 2022  
**250** ATTENDEES

FACILITATED **300+** INDIVIDUAL BUSINESS INTRODUCTIONS,  
MATCHING COMPANIES TO OPPORTUNITIES



IGNITE ACCELERATOR  
PROGRAM ALUMNI  
SURPASSED

**\$100M+**  
RAISED



Powered by **AdvaMed**  
**OCTOBER 24-26, 2022**  
BOSTON, MASSACHUSETTS

BROUGHT  
THE MEDTECH  
CONFERENCE  
**BACK TO  
BOSTON**



# EDUCATION

PRODUCED IN-PERSON AND VIRTUAL EVENTS TO  
EDUCATE AND INFORM OUR MEMBERSHIP

CREATED AND CURATED

**100+ HOURS**

OF ORIGINAL MEDTECH CONTENT

Introduced our  
**Innovation Showcase**  
programming, featuring  
the Berkshire Innovation  
Center and PracticePoint  
at WPI



Berkshire  
Innovation  
Center

PRACTICE  
POINT  
WPI



PROVIDED MEMBER  
EXPOSURE TO FDA STAFF  
AND CDRH DIRECTOR  
DR. JEFF SHUREN

**PRODUCED 2  
SUPPLY CHAIN  
SUMMITS**

Featuring trends, reports  
and ESG conversations



**WOMEN *in*  
MEDTECH**

POWERED BY MASSMEDIC

HOSTED 4 WOMEN IN  
MEDTECH FORUMS WITH  
**700+ ATTENDEES**





# AWARENESS

DROVE AND AMPLIFIED AWARENESS OF OUR MEMBERS AND INDUSTRY

## CREATED AND LAUNCHED

# WHYMEDTECH™

POWERED BY MASSMEDIC

A branding campaign to increase awareness of the industry and feed our workforce pipeline.



“Working in the medtech industry is extremely exciting because as the technology evolves and improves, **you are right at the forefront.**”

**Sonya S. Bhavsar, PhD**, Director, Surgical & Pediatrics Platform, Abiomed

Sonya thought she wanted to be a heart surgeon but when she was introduced to medical devices through a heart pump she knew that was her passion. She's excited by the industry because of continuing innovation that allows her and her team to improve upon existing standards of care and make things better for patients and their loved ones.



WHYMEDTECH™  
POWERED BY MASSMEDIC

## PROMOTED

# 1,000

## MEDTECH JOBS



# 3,000+

## LINKEDIN FOLLOWERS



# 10,000+

## MAILING LIST SUBSCRIBERS



# ADVOCACY

ENSURED OUR MEMBERS HAD A SEAT AT THE TABLE FOR LOCAL, REGIONAL & NATIONAL ISSUES



## FORMED WASHINGTON DC WORKING GROUP

Provided industry leaders a space to stay informed, share priorities and strategize for success.

## ADVOCATED FOR MAJOR BILLS INCLUDING:

- CHIPS + SCIENCE ACT
- TCET/MCIT
- SBIR REAUTHORIZATION
- MDUFA

## COLLABORATED WITH



TO DRIVE CONVERSATIONS AROUND PATIENT ENGAGEMENT

HOSTED —  
**2** FEDERAL  
FLY-INS



LED MULTIPLE  
WORKFORCE DEVELOPMENT  
INITIATIVES AT STATE LEVEL



# COMMUNITY

COMMITTED TO GROWING OUR REGION AS THE  
HEART OF HEALTHTECH



## DEVELOPED OUR TEAM

Invested in team expansion including support for member engagements, marketing communications, events and public policy

## SUPPORTED OUR COMMUNITY

Participated with the Coalition for ARPA-H, Workforce Skills Cabinet, Berkshire Innovation Center, American Cancer Society Cancer Action Network, Camp Harbor View, UMass Health Equity Engine, UMass OCTV Commercialization Awards, & MassTech Digital Sandbox Awards



Chief Operating Officer  
Rachel Robinson  
recognized with  
40 Under 40 Award  
in Boston

**Massachusetts**  
LIFE SCIENCES CENTER

The capital of scientific revolution.



**MOITI**  
Massachusetts Office of International Trade & Investment

## EXPANDED OUR ECOSYSTEM

Consistently partnered with Massachusetts Life Sciences Center and MOITI MA Office of International Trade & Investment to highlight and grow our region

# 2023 YEAR AHEAD

**MEDTECH IMPACT  
SYMPOSIUM & GALA**

**APRIL 27, 2023**



**MEDTECH IMPACT  
SYMPOSIUM &**

*Gala*

**FIRST ANNUAL MEMBER GOLF  
TOURNAMENT & BENEFIT**

**JULY 31, 2023**

**MASSMEDIC MEMBER**

**GOLF**   
**TOURNAMENT**

**INTERESTED? EMAIL [INFO@MASSMEDIC.COM](mailto:INFO@MASSMEDIC.COM) FOR MORE INFORMATION**

## **STAY TUNED FOR**

Introductions to new state leadership and continued work on reauthorization of Life Sciences Act



Distribution & education of Patient Engagement Playbook

### **EXPANDED SERVICES, INCLUDING:**

- Collaboration opportunities with international medical device companies
- Increasing industry awareness and workforce development resources through the Why Medtech campaign
- Additional advocacy services





# MassMEDIC

THE HEART OF HEALTHTECH

**MASSMEDIC.COM**



**@MASSMEDICOUNCIL**



**@MASSMEDIC**