

MedTech Dive is a news publication designed specifically for medical technology leaders overseeing the business of creating and distributing medical devices. From regulation and compliance to R&D and innovation, our journalists cover the issues that impact the business of medical devices.

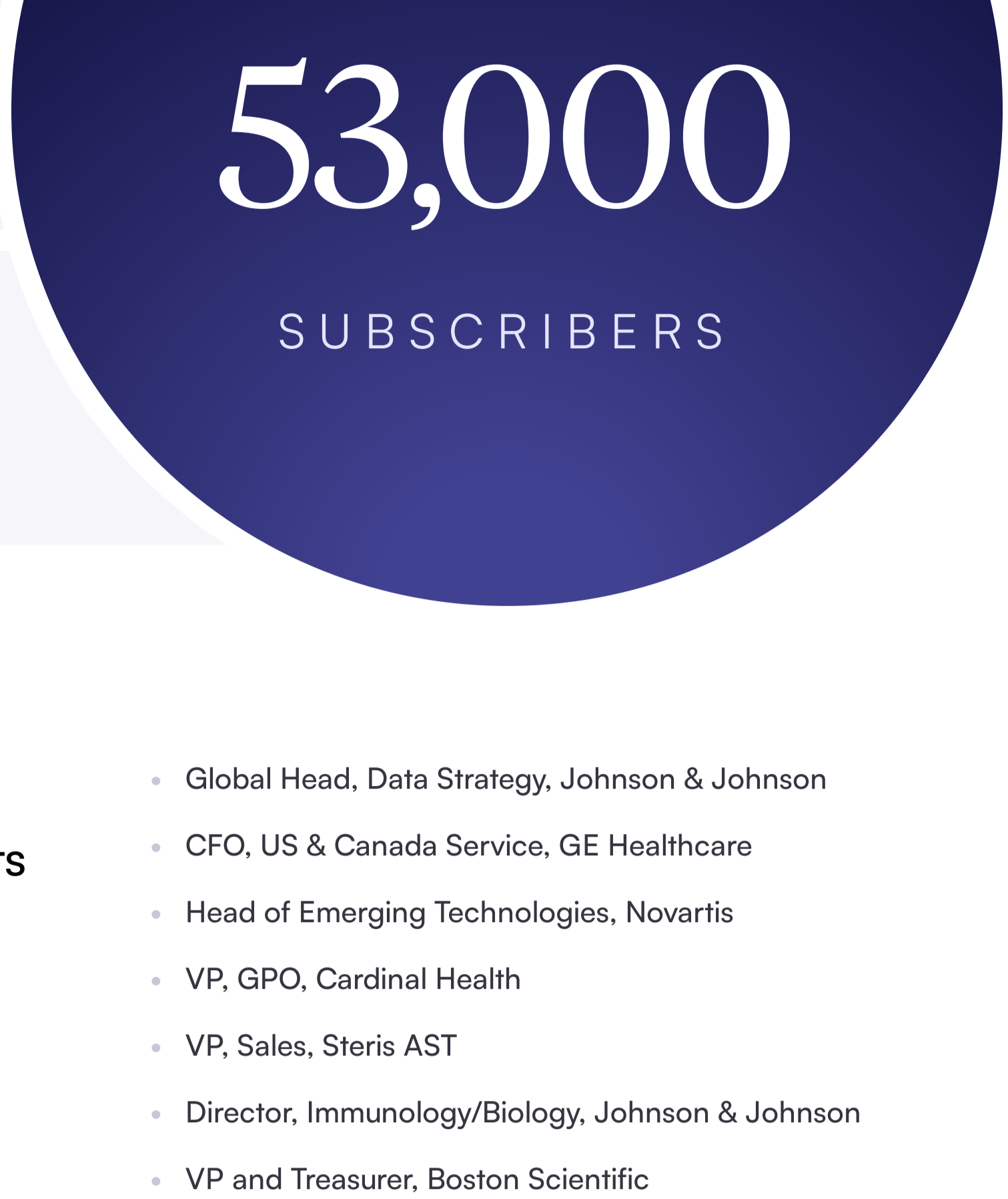


01 Audience

107K
 unique monthly visitors

68%
 of subscribers are manager-level or above

100%
 of the Top 10 Medical Device Manufacturers read MedTech Dive



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02 Top-performing content

As medical device technology advances and evolves, the medtech industry continues to grapple with developing policy and regulation. The state of the economy introduces other challenges, including rising layoff rates and increased M&A activity. Despite these obstacles, the industry remains laser-focused on fostering innovation. Let's take a look at what medtech leaders have been focused on most.

Top 5 topics

- Medical devices
- Policy & regulation
- Diagnostics
- M&A
- Earnings

Top 10 MedTech Dive stories

| | |
|--|--|
| Medical device recall system 'failing to meet the needs of public health,' physicians find | Dexcom plans to launch new CGM this summer for people who don't take insulin |
| 5 medtech trends to watch in 2024 | Philips consent decree 'worst case scenario' for respiratory business |
| Robot reveal: Intuitive submits 510(k) for next-generation system | Medtech layoffs continue in 2024 |
| 4 heart device trends shaping the medtech sector in 2024 | Medtronic exits ventilator business, creates new patient monitoring and respiratory unit |
| FDA panel recommends new standards for pulse oximeters amid bias concerns | Orthopedics leaders watch procedure backlog, new technologies in 2024 |

Keywords resonating right now

- mergers & acquisitions
- medtech layoffs
- AI in healthcare
- medical robotics
- cyberattacks
- remote patient monitoring
- lab-developed tests reform
- FDA medical device recalls

03 Trend analysis

New wave of tech shapes the market

- Revolutionary products and offerings (robotics, wearables, AI-powered diagnostics, etc.) attracting interest from larger companies
- Continued focus on R&D spend and internal innovation to break new ground before competitors do
- Excitement swirls around rapid rise of new treatment tech: pulsed field ablation (PFA)

Rules & regulations

- Controversy surrounds FDA's increased oversight of lab-developed tests
- Scrutiny from regulatory bodies intensifies amid uptick in medical device recalls
- Increased emphasis on combating false product claims and fraudulent third-party data in device applications

Economic impacts and market activity

- Reevaluating equipment pricing amid inflation and tight hospital budgets
- Job force reductions expected despite a stabilizing economic environment
- High M&A activity forecasted after a two-year lag

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

- Abbott leader on the 'hype' and 'reality' of pulsed field ablation
- FDA creates 'super office' to oversee device cybersecurity, digital health and supply chain'

Cutting red tape to new tech

Historic medical advances point to a promising future, but the road to getting new tech in patients' and providers' hands is long and winding.

studioID tip

Show medical technology leaders that you understand the current state of their heavily regulated industry, the challenges they're facing, and help them effectively navigate the complexities of launching a new technology. In a fiercely competitive landscape, this group is all about speed-to-market. Presenting timely best practices and success stories — as well as failures in the form of cautionary tales — will go a long way.

Staying out of hot water

Leaders are navigating a regulatory landscape that's become increasingly complex and scrutinous.

studioID tip

The quickest way to quash progress in this industry is to be hit with a lawsuit, device recall, or federal investigation. As regulatory bodies tighten their grip, help medtech companies limit risk and play by the rules without slowing down growth. Go beyond the individual headlines and round up big-picture learnings, dos and don'ts, and actionable steps to help this group avoid losing critical time, money, and resources resulting from non-compliance.

Navigating challenging economics

Despite an improvement in the overall economic environment, the medtech industry continues to face uncertainty.

studioID tip

2024 started with a wave of layoffs, and further workforce reductions are looming. Meanwhile, the pace of M&As and capital investments is expected to accelerate this year. As medtech leaders navigate yet another year of economic challenges, help them get to the other side with industry projections, research-based best practices, competitor analysis, and more.

04 Marketing insights

Gain approval with this audience by reflecting the content preferences of over 53,000 MedTech Dive subscribers in your strategy:

Preferred content types

- Webinars/virtual events
- Trendlines
- Playbooks
- Infographics

High-impact approach

Keep them on top of changes

Substantive changes take time, even in an industry that is constantly innovating and pushing for new technology options.

studioID tip

It's important to keep medtech leaders informed on how policy, regulations, and FDA mandates are evolving. Keep them in the loop throughout the lifecycle of changes: as they're announced, when they go into effect, what it means for them/how to stay in compliance, and how the industry's biggest names are responding.

High-impact approach

Lean into success stories

Among real-time industry challenges, leaders face hurdles that persist year to year.

studioID tip

This audience gains valuable insights by directly hearing from medtech leaders about their strategies for successfully navigating the uncertain economic climate, incorporating digital transformations using AI, adapting to regulatory changes, commercializing products, and more. In an industry where the road to progress is paved with constant setbacks and failures, this group loves stories that show them the light at the end of the tunnel.

High-impact approach

Foster expert debate & collaboration

Medtech leaders appreciate the chance to engage with one another to move the industry forward.

studioID tip

Offer them opportunities to participate in healthy debate, exchange innovative ideas, and explore potential partnerships by bringing medtech leaders together via webinars, virtual panels, and in-person conferences.

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How are you resonating with this audience?

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

