



Audience Snapshot

Insights for 2022

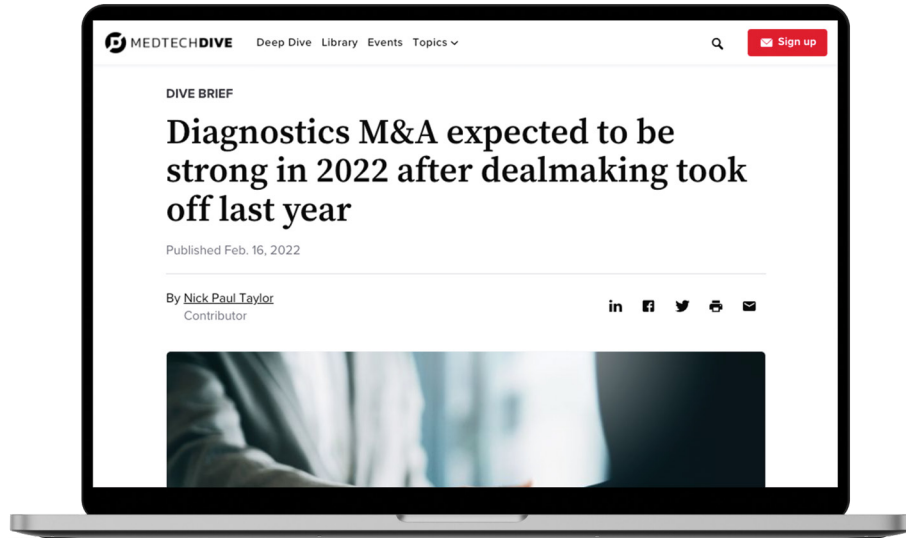


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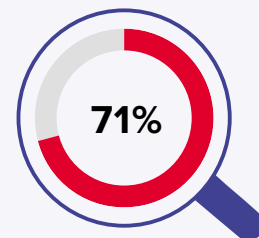
MedTech Dive is a news publication designed specifically for medical technology leaders overseeing the business of creating and distributing medical devices. From regulation and compliance to R&D and innovation, our journalists cover the issues that impact the business of medical devices.



Read: [*Diagnostics M&A expected to be strong in 2022 after dealmaking took off last year*](#)

> **You'll find MedTech Dive's news and insights in the inbox of these notable subscribers:**

- Divisional VP, Medical Affairs, and Chief Medical Officer for Cardiac Rhythm Management (CRM), Abbott Laboratories
- Senior Vice President and GM, Imaging Solutions, GE Healthcare
- VP, Global Medical Safety, Becton Dickinson (BD)
- VP of Customer Quality, Medtronic
- Vice President, Group Information Officer, Global Quality and Business Operations, Stryker
- Global VP and General Manager, Boston Scientific
- Vice President, Global Regulatory Affairs, Baxter International
- Senior Vice President, Head Global Research and Development, Alcon



of **MedTech Dive subscribers** are in a management or leadership position.



No doubt about it, the pandemic put a major strain on the medical technology industry. But with this added pressure also came an opportunity to accelerate the advancement of medical devices and technology. With increased focus on digital devices, robotics, and enhanced testing mechanisms, the future for medtech and the patients they ultimately serve looks bright. Let's take a look at what our readers have been focused on:

What Are Our Readers Most Interested In?

Top 5 most popular topics on MedTech Dive:

1. Coronavirus
2. FDA
3. In-Vitro Diagnostic Tests
4. Earnings
5. Heart Devices

MedTech Dive readers spent nearly **2x as long** on these stories than the average story:

- [Medtronic's robotic spine market lead threatened as smaller rivals look to edge in](#)
- [Medtronic hit with another Class I recall regarding HeartWare HVAD system](#)

Top 10 stories on MedTech Dive:

- [Bill Gates-backed Vicarious Surgical targets Intuitive, J&J, Medtronic in abdominal robotic surgery](#)
- [What does J&J's split mean for the medical device business?](#)
- [Zimmer, J&J chase Stryker's lead in ortho robotics](#)
- [Anatomy of a medical device recall: How defective products can slip through an outdated system](#)
- [Medtronic surgical robotics head talks Hugo, taking on Intuitive, COVID-19 challenges](#)
- [Baxter to buy Hillrom for \\$10.5B in bid to expand connected care portfolio](#)
- [Boston Scientific inks \\$1.75B deal for Baylis, biggest in string of M&A](#)
- [FDA seeks more power for medical device cybersecurity mandates](#)
- [4 takeaways from Medtronic's latest earnings report](#)
- [Stryker dismisses robotics threat from J&J, Zimmer with bullish forecast](#)

> Keywords that are resonating right now

Covid testing technology | antibody test | pulse oximeter | fda | cybersecurity | insulin pump
heart monitor | surgical robotics | sterilization | hhs

What Issues Are Our Readers Focused On?

FDA and regulatory issues

- › COVID-19 remains top priority
- › Reviews, approvals, and delays
- › Increase in FDA enforcement activity
- › Sterilization/ethylene oxide
- › Safety
- › Rollback of Trump admin regulations/policy changes under Biden administration
 - LDTS - laboratory developed tests
- › Digital health in focus
 - Digital Health Center of Excellence
 - AI and machine learning
 - Algorithms

COVID-19 and the evolution of testing

- › PCR vs. rapid testing
- › Accuracy of tests

Open-heart procedures and industry changes

- › TAVR
- › Mitral valve
- › Tricuspid valve replacement

Elective procedures

- › Post-pandemic recovery
- › Backlog of surgeries
- › What surgical procedures will rebound fastest

Robotics

- › Big players catching up to pioneer Intuitive Surgical
- › Expected boom post-pandemic

Technology

- › Cybersecurity concerns
- › Data and privacy
- › Wearables
- › Innovation in diabetes tech

Legal and litigation

- › Patents
- › Safety
- › Federal and state lawsuits

Industry Themes

› Following the FDA

The FDA's response to coronavirus focused this industry on testing availability, vaccines, and the increased use of medical devices like ventilators and personal protective equipment.

While spikes of COVID-19 are lessening, the pandemic still lingers and remains a top priority as the agency works to implement reform under the Biden administration and get us to the otherside of this world health crisis.

› The resurgence of elective surgeries

Before COVID-19, elective surgeries were very in-demand, especially for orthopedic surgeries such as knee and hip replacements.

With the pandemic subsiding, the industry will be dealing with a major backlog of elective surgeries that were put on hold.

› The robotics race

As the robotics space heats up, larger industry players such as Johnson and Johnson and Medtronic are seeking to catch up with pioneers like Intuitive Surgical. But whether they can make up for lost time and gain significant market share remains to be seen.



Content Insights for Marketers

Pass the test with this audience by reflecting the content preferences of over 70,000 MedTech Dive subscribers in your strategy:

Content Characteristics

- > Timely
- > Actionable
- > Digestible
- > Informative
- > Solutions-based
- > Straightforward

Content Types

- > Easily digestible, yet presented in a high-level manner through playbooks
- > Engaging and interactive like webinars and infographics
- > Information about overarching trends like trendlines

Recommendations

- > **Stay plugged in and optimize often:** Hands-off, evergreen content is a hard thing to come by in life science. Things change rapidly in this industry so make sure you're reviewing your content often and refreshing stats, approvals, and FDA mandates.
- > **Prioritize the solution over the challenge:** Medical device executives are looking for straightforward content that is solutions focused. Don't waste time rehashing the challenges the industry faces. Help them quickly understand how to commercialize their products, more effectively design their device trials, and keep up with the latest tech. This cohort engages with content that educates them and gives them solutions they can use on the job.



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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.

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