11TH Annual Medtech Awards 2017

The Irish Medtech Association (part of Ibec), Enterprise Ireland, and IDA Ireland are proud to announce the eleventh annual Irish Medtech Awards. There are over 450 medtech companies operating in Ireland who employ 29,000 people. We want to recognise your achievements and reward your performance which makes Ireland one of the best places in the world for medtech. The Irish Medtech Association, Enterprise Ireland, and IDA Ireland would like to invite all their members and client companies to submit an application for the Irish Medtech Awards 2016.

This year, we are celebrating achievement across six categories, with a brand new award to recognise best EU MedTech Week campaign.

1. **Medtech Company of the Year 2017**
2. **Emerging Medtech Company of the Year 2017**
3. **MedTech Partner/Supplier of the Year 2017**
4. **eHealth Innovation of the Year 2017**
5. **Academic –Medtech Collaboration Award 2017**
6. **NEW 2017- Best European MedTech Week Campaign Award 2017 (June 19-23)**

**WHO CAN APPLY?** Submissions are invited from all Irish Medtech Association (Ibec) member companies and client companiesof Enterprise Ireland and IDA Ireland. Entries are open to employees from any department within thecompany - both individual and group/team entries are accepted. For category 5, submissions are invited from research teams and/or individuals from any third level. For category 6, submissions are welcome from any institution (academic, industry, hospital etc…) in Ireland.

**PUBLICITY**: It is important that some components, the ones which are most interesting from a public relations perspective can be made public. Submissions are strictly confidential and destroyed after judging. However, an overview of winning entries will be featured in the press release which will be issued to the national and regional media. The judging panel are experts who have no vested interest in the medtech sector, and each sign an NDA prior to judging. Please note that the criteria for Best European MedTech Week Campaign Award 2017 is very much public relations related.

**WHY ARE WE DOING THIS?** The medtech sector is among the most dynamic, technologically progressive, and economically important in Ireland, with numerous examples of outstanding achievements by companies of all sizes over the years. Through our awards programme, the Irish Medtech Association, Enterprise Ireland and IDA Ireland aim to identify, reward and profile some of these outstanding performances from both established and emerging companies and other relevant organisations.

The academic award will showcase the capabilities, resources and relevant innovative medical technology research taking place in Ireland’s third level institutes. The supplier/partner award, launched in 2016, recognises the contribution these companies make to the development of Ireland’s medtech ecosystem. The eHealth innovation award, also launched in 2016, promotes and rewards innovation through convergence of technologies in line with Irish Medtech Association Strategy 2016-2020.

We would like to encourage the greater medtech ecosystem to get behind European MedTech Week, which takes place 19-23 June 2017, developed by MedTech Europe to raise awareness of the value of medtech amongst key stakeholders, that is why we have now introduced a new award, to recognise and profile the good work you do on behalf of the sector.

**HOW TO ENTER:** Applications should be submitted online, which will open on Friday, the 1 September 2017. The project description varies depending on the category (see below). Closing date for entries is Friday 6 October 2017. The awards will be presented at a Black Tie Dinner on Thursday 7 December 2017 in Galway.

1. Category: Medtech Company of the Year 2017

This is the 11th year, the Irish Medtech Association, Enterprise Ireland and IDA Ireland will recognise the Medtech Company of the year. Does your business have a long-term vision for sustainable growth? Tell us about it. Applicants are asked to describe their customer focus across all these categories;

1. Strategic vision and evidence of execution (30)
2. Customer focus, marketing, innovation complexity (30)
3. Economic impact for customer and or value for money (10)
4. Business development (10)
5. Professional development of staff (10)
6. Evidence of civic and/or community contributions (10)

*The project description should not exceed 2,000 words.*

2. Category: Emerging Medtech Company 2017

Does your business have a long-term vision for sustainable growth? Tell us about it. Applicants are asked to describe their:

1. Strategic vision and evidence of execution (40)
2. Customer focus/marketing strategy, innovation complexity and strategy (40)
3. Evidence of sales / commercialisation (20)

*To qualify for this award, a company must be less than 6 years old OR less than 8 years old with a revenue less than €4 million. The project description should not exceed 1,500 words.*

3. Category: Medtech Partner/ Supplier of the Year 2017

This is the second year that the Medtech Awards will recognise a partner/supplier of the year. Of the 450+ companies in Ireland, 50% are contract design, development and/or manufacturing. As such we are delighted to introduce this award to recognise the contribution these companies make to successful medtech ecosystem here in Ireland.

Does your business have a long-term vision for sustainable growth? Tell us about it. Applicants are asked to describe their:

1. Strategic vision, and evidence of execution (30)
2. Improved operations, including quality products and/or innovative services offered; delivery performance, competitiveness, cost savings ideas and servicing (40)
3. Sales and business development; growing list of major customers (10)
4. Professional development of staff (10)
5. Evidence of civic and/or community contributions (10)

*The project description should not exceed 2,000 words.*

4. Category: eHealth Innovation of the Year 2017

The eHealth Innovation Award recognises the integration of ICT in the world of healthcare. This Award rewards the best eHealth/ mHealth solutions produced by the eHealth sector and is open to industries having a product or service in the e-health area.

1. Innovation strategy and evidence of execution (Innovation contributes to solving a health or public health issue) (20)
2. Technological complexity and/or quality of service (20)
3. Clinical impact and benefit for end-user (20)
4. Economic impact (value for money/system cost saving/ patient outcomes) (20)
5. Market penetration and/or degree of use (20)

*Submissions will be accepted on projects that are on-going, or that have completed within the past 4 years. The project description should not exceed 1,500 words.*

5. Category: Academic Medtech Collaboration 2017

**Are you an academic institution driving innovations in medtech?** The Academic Medtech Collaboration Award recognises an academic institution for their leadership in medtech innovation, which is developed in collaboration with an industry partner. Academic institutions are invited to make a submission across all aspects of the product innovation lifecycle. Research teams and/or individuals from any Irish third level institution are invited to submit their application.

For the Academic Medtech Collaboration Award 2016, applicants are asked to describe the following pertaining to a specific industry academic collaboration:

1. Level of technical innovation (40)
2. Commercial potential and economic impact (40)
3. Evidence of growing collaboration with the industry sector (20)

*Submissions will be accepted on projects that are on-going, or that have completed within the past 4 years. The project description should not exceed 1,500 words.*

6. Category: Best European Medtech Week Campaign Award 2017 (NEW!)

This year marks the third annual European MedTech Week, which takes place on the 19-23 June 2017. This initiative was launched as part of MedTech Europe’s *‘Value of Medtech’* campaign to improve awareness and understanding of the medtech sector amongst a number of stakeholders. Stakeholders include the general public, patients, government, regulators and healthcare professionals. European MedTech Week is one week during the year where medtech companies, associations and relevant stakeholders across Europe proactively take measures to raise awareness about the value of medtech. This new award will recognise any organisation, big or small, that makes the greatest impact (relative to size of the organisation) with their European MedTech Week campaign. It is important to note that only activity from June 19-23 (+/- one week), should be included in the submission.

Applicants are asked to describe:

1. MedTech Week campaign vision, goals and plan (15)
2. Evidence of execution (June 19-22) (25)
3. Evidence of achieving campaign goals and impact amongst stakeholders/feedback (non-media) (20)
4. Evidence of impact in media (coverage in traditional media and/or social media engagement)( June 19-23 (+/- one week)) (30)
5. Innovativeness and creativeness of campaign (10)

*The project description should not exceed 1,500 words. All elements must be suitable for circulation for PR purposes.*

**Notes and clarifications**

Please visit <http://www.medtechweek.eu/about-us> to find out more about European MedTech Week.

*Some ideas to consider for campaigns, but not an exhaustive list*:

**Events:** including site visits for key stakeholders, roundtables, events in collaboration with stakeholders, in-company initiatives. Remember to include info of your initiative, numbers engaged, speakers, feedback in your submission.

***Media outreach***: print, television, radio. Include examples of clippings, key messages, audience, etc.

***Social media initiatives:*** Applicants should use the hashtag #MedTechWeek and tag @IrishMedtech, where possible. Submissions should include an example of the top posts, top mention as well as the number of impressions, engagement, reshares and reach.

The use of testimonials, case studies and facts are encouraged and should be included in submissions. Business participating can focus on one type of activity or include elements from many. While ‘paid for content’ will be considered, this award will reward novel ways to drive meaningful engagement on key messages about how medtech plays an important role in improving healthcare and driving growth in the Irish economy.