

---

# Eucomed, working for you

---

## Public Affairs

It is important that the European Medical technology industry is adequately represented both in Brussels and beyond. This means being recognised as a credible body that is reaching out and engaging with policymakers and other stakeholders.

Eucomed is committed to doing this on behalf of its members and our public affairs team works to:

- Reach out to key EU policymakers and stakeholders;
- Engage positively in promoting the benefits of medical technology and innovation to Europe's citizens and society, health systems, economy and future growth;
- Conduct effective policy and advocacy work to achieve your objectives.

In pursuing this mission Eucomed has three key priorities:

1. Building capacity across our membership;
2. Expanding and deepening our engagement with our stakeholders;
3. Influencing policy through advocacy.

## Building capacity

By capacity building across the Eucomed membership, our Public Affairs team helps members to improve their overall understanding of EU processes and policies. A better insight into stakeholders' priorities will equip members to shape the business and policy environment effectively to support patients, health professionals and healthcare systems.

### Our activities:

- A Public Affairs resource centre for Eucomed members;
- Public Affairs training for members;
- Identifying the important stakeholder groups and addressing their needs and priorities;
- Providing tools to help members monitor developments in EU initiatives.

## Expanding and deepening our engagement

By enhancing our relationships with the relevant EU policy makers and other stakeholders, we develop trust in our industry. Building on this trust we are then able to support members by creating a better understanding of what our industry offers - our values, our contribution to society and what we need to help us continue to deliver for the future.

### Our activities:

- Providing members with detailed and comprehensive stakeholder mapping;
- Facilitating dialogue between our industry, patient groups and payers at an EU level;
- Expanding and enhancing Eucomed's visibility and network within the European Parliament;
- Improving and extending Eucomed's dialogue with the European Commission.

## **Influencing policy through advocacy**

Effective advocacy campaigns, based on clear and consistent messaging, help shape EU policies which impacts your key topics. Eucomed leverages the resources of both member companies and associations to maximise the impact of our outreach to stakeholders at both EU and Member State levels.

### Our activities:

- Developing and rolling-out industry advocacy for the Medical Device Directive recast;
- Leveraging Commission initiatives on innovation to demonstrate the medical technology industry's value to the EU;
- Assisting national associations to assess and address cost containment and austerity measure by Member States.

## **About the Eucomed Public Affairs Network**

The Public Affairs Network is comprised of Government and Public Affairs experts from member companies, national associations and the Eucomed secretariat. The Public Affairs Network pursues Eucomed's three priorities of capacity building engagement and advocacy in collaboration with the relevant Eucomed working groups.

If you have suggestions or questions please contact Tanja Valentin, Senior Manager Public Affairs (tel.: +32 2 775 92 36; e-mail: [tanja.valentin@eucomed.org](mailto:tanja.valentin@eucomed.org)).