



# Empowering Patients, Inspiring Innovation

MedTech Europe Manifesto for 2024-2029

[www.medtecheurope.org](http://www.medtecheurope.org)



# What is Medical technology

Medical technologies are products, services or solutions used to save and improve people's lives. In their many forms, they are with you from prevention to diagnosis and cure. There are three main categories of medical technologies:



- **Medical devices** (MDs) are products, services or solutions that prevent, diagnose, monitor, treat and care for people.



- **In vitro diagnostics** (IVDs) are non-invasive tests used on biological samples (for example, blood, urine or tissues) to determine the status of a person's health.



- **Digital health** are tools and services that use information and communication technologies (ICTs) to improve prevention, diagnosis, treatment, monitoring and management of a person's health and lifestyle.

**500,000+**  
Medical technologies

Medical technologies range from everyday solutions such as sticking plasters, syringes, and surgical masks, to advanced technologies such as gene mutation tests, implantable heart valves and pacemakers, as well as a wide array of digital health solutions. Together, these technologies **save and improve patients' lives, support healthcare professionals and contribute to sustainable healthcare.**

**Medical technology is also one of Europe's most dynamic, and innovative sectors**, delivering world-class technologies for patients and health systems in Europe while supporting local economies.

## Europe can do even better when it comes to health and wellbeing

Europe takes great pride in its robust social security systems and the fundamental principles of equitable healthcare access. However, **significant efforts are still required to ensure that all patients across the continent enjoy top-tier quality care and unfettered access to medical services and technologies**. On top of that, European health systems are under strain from budget and staffing shortages, an aging population, non-communicable diseases such as cardiovascular disease and diabetes, rising antimicrobial resistance, and the threat of another system-straining pandemic. **To address these challenges while further improving health and well-being overall**, health systems must become more patient-centric, digitally advanced, resilient and sustainable. **Medical technologies enable this transformation**, provided they reach patients and healthcare systems.

## Now is the chance to continue paving the way to lasting solutions

The EU now has a pivotal opportunity to continue on the landmark reforms that it has undertaken during the current mandate to transform healthcare and harness the benefits of medical technology to support European patients and health systems while strengthening European competitiveness and creating jobs. EU policies can enable the healthcare ecosystem to spearhead change, set new standards, achieve sustainability, reinforce social and economic vitality, and build trust. To continue in this direction, it is paramount that healthcare remains high on the European Union's political agenda.

With this manifesto as our guide, we call on the next generation of EU policymakers to join us on a **journey toward a brighter future** for European patients, healthcare professionals, health systems and the wider society.

# The Manifesto

The EU now has a pivotal opportunity to build on the achievements of the previous mandate and create EU policies that help Member States achieve healthcare systems that are:



For this to happen, the EU must focus and simplify its policymaking.



## 1. Patient-Centric Healthcare

Europe rightfully takes great pride in its robust social security systems and the fundamental principles of equitable healthcare access. However, significant efforts are still required to ensure that all patients across the continent enjoy top-tier quality care and unfettered access to medical services and the benefits of state-of-the-art solutions. While healthcare provision remains a national competency, the European Union can play a central role in addressing the remaining challenges that lead to inequity of healthcare access and hamper innovation that can save and improve lives.

What the European Union can do:

### Focus

- **Reinforce Europe's ambition to meet key healthcare challenges** like infectious, non-communicable, chronic, and age-related diseases, and patient safety (for instance, from healthcare-associated infections, and antimicrobial resistance).
- **Take the best of the current CE marking system for medical technologies and improve it** by making it more efficient, predictable, and able to provide accelerated access to innovations. A single, clear and accountable entity, which is specific to medical technologies, should provide oversight and ensure the goals of the present regulatory framework are met in full.
- **Amplify the role of public-private partnerships** for innovation and implement them with all stakeholders across Europe.

### Simplify

- **Embrace the *better regulation* principles by reducing overlap and discrepancies between different legislations** and encourage Member States to pursue more harmonised application in order to make Europe an attractive environment for investment, research and development, and deployment of new technologies.



## 2. Digitally Advanced Healthcare

Boldly reimagine healthcare for the digital age. Harness the power of digital in new care delivery models to empower patients and enhance the capabilities and skills of healthcare professionals. Ensure a single and transparent approach to digital health across the market.

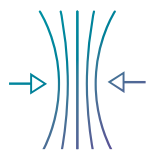
What the European Union can do:

### Focus

- **Relentlessly pursue European leadership** in developing the best environment for AI-enabled medical technologies to support innovation and timely patient access to safe and effective medical devices.
- **Invest in digital health literacy** to empower citizens, patients, and healthcare professionals to benefit from digitally enabled healthcare solutions.
- **Ensure European alignment of digital health assessment**, increase funding mechanisms at the EU and Member States level, and provide guidance and support to harmonise public procurement criteria across the EU to encourage procurement of interoperable medical technologies and other digital health solutions.

### Simplify

- **Develop a true single market for digital health** and health data, aligning EU countries in their approach for identification/ authentication/ security/ interoperability of digital medical technologies.



### 3. Resilient health systems

The first part of this decade has been defined by responding to – and rebuilding after – the COVID-19 pandemic; the latter half should focus on implementing lessons learned and building more resilient healthcare systems. Current challenges and future crises should be tackled with the same ambition and commitment as the post-pandemic recovery, focusing on prevention, healthcare workforce retention, and timely access to care.

What the European Union can do:

#### Focus

- **Increase the retention of healthcare professionals** by encouraging Member States to support them with customised technologies, digital solutions, robotisation and automation.
- **Recognise and increase European competitiveness** and autonomy in the supply of critical materials and components, upon which European businesses depend to continue providing crucial medical technologies in times of crisis.
- **Develop effective measures** to shield European healthcare systems' medical technology suppliers against international trade distortions and supply chain disruptions.

#### Simplify

- **Ensure crisis preparedness and response** through appropriate and well-coordinated mechanisms for joint procurement of medical countermeasures.
- **Adjust the EU's regulatory framework** to embrace the full potential of Real-World Evidence to improve patient care while guaranteeing the safety and usability of medical devices.





## 4. Sustainable health systems

The European Green Deal is the EU's new growth strategy, aiming to transform the EU into a fairer and more prosperous society with a modern, resource-efficient and competitive economy, with no net emissions of greenhouse gases by mid-century. Embracing sustainability in the healthcare sector holistically means continuously improving performance while maintaining the highest standards of health and safety to satisfy patients' healthcare needs.

What the European Union can do:

### Focus

- **Foster collaboration and partnerships of all healthcare actors** to drive system change and continuously improve the social, ecological, and economic performance of healthcare systems.
- **Tap into the transformational synergies of the Green and Digital agendas** to increase overall system efficiencies and sustainability performances.

### Simplify

- **Ensure that future legislation** is consistent with sector-specific regulatory requirements and enhances the sustainability performance of medical technologies from a life cycle perspective.
- **Develop realistic transition pathways** that allow for sufficient time to transition for medical technology manufacturers, including their manufacturing supply chains, so that patients and practitioners can rely on uninterrupted access to medical technologies.
- **Truly harmonise rules** to reinforce the European internal market, the EU's strongest asset and catalyst of both, a high level of environmental protection and a competitive medical technology industry in the EU.



**35,000**

Medical technology companies in Europe

**92% SMEs**



**850,000+**

People employed directly by the medical technology industry



**One patent every 30 minutes**

Is filed with the European Patent Office in the field of medical technology



Positive medical devices trade balance of

**€5.2 billion EUR**

## About MedTech Europe

MedTech Europe is the European trade association for the medical technology industry including diagnostics, medical devices and digital health. Our members are national, European and multinational companies as well as a network of national medical technology associations who research, develop, manufacture, distribute and supply health-related technologies, services and solutions.

MedTech Europe's mission is to make innovative medical technology available to more people while helping healthcare systems move towards a sustainable path. MedTech Europe encourages policies that help the medical technology industry meet Europe's growing healthcare needs and expectations. It also promotes medical technology's value for Europe focusing on innovation and stakeholder relations, using economic research and data, communications, industry events and training sessions.

Access our data hub's resources to check the latest available figures







**MedTech Europe**  
from diagnosis to cure