Medical Device Tax Campaign
Integrated strategy to support Medical Device Tax repeal efforts

Public Affairs
- Secure earned media placements in national and local outlets
- Promote key themes to targeted audiences
- Amplify messages on social media

Members
- Host facility tours in key districts
- Activate member company employees for grassroots efforts

Lobbying
- Create touchpoints with key legislative contacts
- Coordinate with member companies on Hill engagement and timing
- Develop and disseminate advocacy materials

Grassroots
- Identify and prioritize key legislators
- Implement online grassroots tools such as Voter Voice advocacy platform and BaseEngager chatbot
- Host online legislator townhall(s)
- Deploy social campaigns in key districts
- Host in-district meetings and facility tours

States
- Engage with State MedTech Alliances

3rd Party Patient Groups
- Conduct digital outreach to partner groups
- Invite patient groups for Capitol Hill visits