FHM FordHutmanMedia

CASE STUDY

Medtronic:
FDA Clearance for Cardiac AI Technology

Situation:

In July 2021, Medtronic, the global leader in medical technology, announced U.S. Food and Drug Administration (FDA) clearance for a AI for use with the LINQ II™ insertable cardiac monitor (ICM). AccuRhythm AI applies artificial intelligence (AI) to heart rhythm data collected by LINQ II, improving the accuracy of information physicians receive so they can better diagnose and treat abnormal heart rhythms.

The FDA clearance was a key time to create awareness with stakeholders about the technology and its value to clinicians. However, there was concern the news media frequently cover AI technologies with a negative or critical slant.

Solution:

FHM conducted a media audit of past media coverage of AI technologies in healthcare to understand the media landscape, and how to best position the FDA clearance for positive coverage. We determined it was important to have clinician and data to support the FDA clearance.

The team created a strategic communications plan that included targeted media outreach, a press release with a key opinion leader quote and timed the news to the Heart Rhythm Society's annual Heart Rhythm meeting. This was important since Medtronic was presenting data at the conference to support the AI technology.

Results:

FHM's strategic communications approach secured positive media coverage for the AccuRhythm AI clearance. In total, we secured 27 pieces of earned media coverage with the targeted healthcare technology press.