



MDEA PROGRAM OVERVIEW

Established in 1998, the **Medical Design Excellence Awards (MDEA)** competition is the premier awards program for the medical technology community, recognizing the achievements of medical product manufacturers and the many people behind the scenes—engineers, scientists, designers, and clinicians—who are responsible for the groundbreaking innovations that are changing the face of healthcare.

The MDEA competition is a prestigious, publicity-charged program that provides companies with year-round opportunities to increase the distinction of their MDEA-finalist or winning products. Each year the finalists will be publicly announced in the April issue of *MD+DI (Medical Device and Diagnostic Industry)* magazine. The winners will then be announced in May at a special presentation ceremony held in conjunction with the *Medical Design & Manufacturing (MD&M) East Event* (www.MDMEast.com), May 22-24, 2012, at the Pennsylvania Convention Center in Philadelphia.

The 2012 MDEA Presentation Ceremony will be held on May 23, 2012 during a cocktail reception starting at 4:30 pm inside the [Philadelphia Marriott Downtown](#). The awards will showcase the best of the best in today's medical industry, honoring the most innovative new devices. Up to one Bronze, one Silver, and one Gold-winning product will be announced in each category. Also, one Gold-winning product will be awarded "Best-in-Show". Each year the MDEA program will also honor an individual with the prestigious **Lifetime Achievement Award** for contributions over a long career that have a demonstrable impact on technological, business, and cultural advancements in medical devices.

COMPETITION

The MDEA competition is open worldwide to companies and individuals involved in the design, engineering, manufacture, or distribution of finished medical devices or medical packaging. (Click here for complete [eligibility requirements](#)).

Judging of each year's competition is conducted by an impartial, independent, multidisciplinary [panel of jurors](#)—comprised of a balance of clinicians, engineers, and designers—who carefully review all of the submissions and narrow them down to a select group of exceptional products in each of the 10 categories. The jury panel typically encompasses experts from a wide range of healthcare- and design-related fields, including clinical practice, biomedical engineering, human factors, industrial design, manufacturing, and other areas. Members of the MDEA jury are selected each year by a panel of editors from UBM Canon's *MD+DI* magazine.

In order to represent all facets of healthcare, awards are offered in each of the following 10 product categories, and may be offered in additional subcategories as determined by the [jurors](#):

- Critical-care and emergency medicine products
- Dental instruments, equipment, and supplies
- Finished packaging
- General hospital devices and therapeutic products
- Implant and tissue-replacement products
- In vitro diagnostics (biochemicals for diagnostic use, related instrumentation, and home-use devices)
- Over-the-counter and self-care products
- Radiological and electromechanical devices (diagnostic imaging devices, energy-emitting therapy devices)
- Rehabilitation and assistive-technology products (healthcare furnishings, patient-transfer equipment, and home-use medical equipment and supplies)
- Surgical equipment, instruments, and supplies

To be eligible for entry in the MDEA competition, all entered products must be commercially available—able to be ordered or purchased—by **December 31** of the year prior to the competition. Entrants should use the **Entry Materials Checklist** for a complete list of all required and recommended materials when preparing new submissions. The entry period for the MDEA competition runs from mid-November through mid-January. Entry fees differ according to the date on which the entry is submitted.

Please visit the MDEA website (www.MDEAwards.com) for a downloadable **Entry Questionnaire** and **Entry Materials Checklist**, as well as to review complete competition details including **Deadlines and Entry Fees, Eligibility Requirements, Entry Instructions, Official Rules**, and past winners. If you don't find the information you are looking for on the website, please contact a member of the MDEA team via e-mail at mdea@ubm.com.

SPONSORS

www.canontradeshows.com/expo/awards/sponsors/

The MDEA competition is presented by [UBM Canon](#), the leading producer of face-to-face, digital, print, and online business acceleration products for the worldwide medical device industry and sponsored by [MD+DI](#) (*Medical Device and Diagnostic Industry*) magazine. The 2012 Medical Design Excellence Awards are sponsored by Platinum Sponsor: [Phillips-Medisize](#) and Silver Sponsor: [Teleflex Medical OEM](#). We thank these major industry suppliers for their contributions which have helped to make this year's program possible. To learn more about sponsorship opportunities, contact: medicalsales@ubm.com.

ENDORISING ORGANIZATIONS

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The MDEA program is endorsed by AdvaMed; the American Institute for Medical and Biological Engineering; the Healthcare Technology Foundation; the Human Factors and Ergonomics Society; the Medical Device Manufacturers Association; and the National Collegiate Inventors and Innovators Alliance.