

Building Trust in the Local Market - How MedTech Developers from Startups to Leading Global Companies Leverage CSR Initiatives to Grow their U.S. Community

Organizations across all industries want to position themselves as caring and compassionate towards their community, while also showcasing their advancements in technology for users that set themselves apart from competitors. Medical devices have such an impact on a patient's well-being and overall health, so the organization having a supportive community and recognizing their audience is key to creating trust. Corporate social responsibility (CSR) refers to a company's efforts to operate in an economically, socially, and environmentally sustainable manner. By reinforcing and showcasing their commitment to supporting the local community, barriers to market adoption can be reduced in the long term.



Image source: [Center for Creative Leadership](#)

Companies across all industries can benefit from and conduct CSR-oriented efforts, regardless of company size. These methods allow organizations to build trust and a community in the local market and showcase their commitment to representing and supporting their consumers. With this market trust and representation of consumers comes market relevance for an organization's advanced technology, helping it spread to the proper target audience.

S. Korean Startup Builds Community Advocacy Before Receiving FDA Clearance

With community health and advocacy, actively participating within the patient communities is one of the most important steps in forming consumer trust, educating end users, and showcasing a brand's commitment to supporting diseases outside of direct sales.



Orange Biomed and SoF's National Diabetes Awareness Month Campaign

Source: [Just Giving](#)

In a collaboration to support Diabetes Awareness Month, Orange Biomed and Sponsors of the Future (SoF) are hosting a virtual food drive to support the Rhode Island Community Food Bank. Research found that 35% of RI Community Food Bank recipients have a family member with diabetes. This is 24% higher than the national average, showcasing how widespread this issue is.

Orange Biomed is the creator of the OBM rapid A1c, a reusable and pocket-sized at-home A1c device that is the only lab-accurate POC device on the market unaffected by hemoglobin variants. In order to ensure this advanced technology reaches its target audience, creating a connection to their community and therefore having market relevance is key.

Leading Provider Connects Local School Children with Eye Exams Through CSR Program

Johnson and Johnson Medtech is known to provide and design "healthcare solutions that are smarter, less invasive and more personalized." They focus on various aspects of healthcare, including vision and eye care. Their Vision Made Possible™ team strives to spread awareness for common eye health issues such as childhood myopia, presbyopia, and cataracts in order for patients to be treated properly. One of the strategies they utilize to spread this awareness is through direct community engagement and support.

To directly support the community, J&J teamed up with the Lions Clubs International Foundation to create Sight For Kids, which is the largest-known, school-based eye health program in the world. This program allows for eye care professionals and volunteers to go mobile and provide eye-based healthcare services to children in low-income schools in Asia, Africa, and North America.

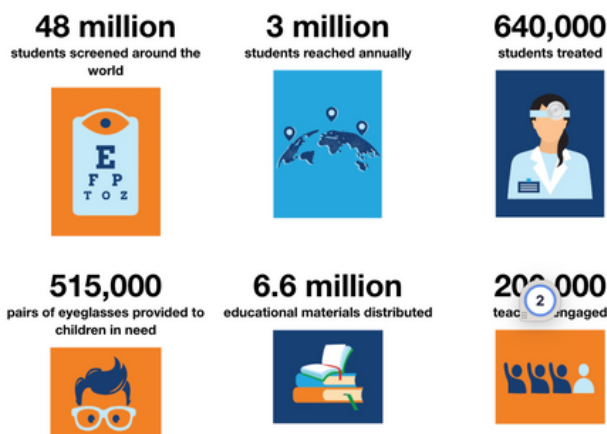


Image source: Lions Club International Foundation

They also utilize their talent to train teachers to deliver eye health education, perform a visual acuity test, and screen their students for common eye conditions. This is an incredible opportunity for students who may not have the ability to go to the doctors regularly to have access to proper eye care.

Johnson and Johnson MedTech, specifically their vision department, provides various devices and treatments related to eye care. With these community movements that patients can review, they are creating a sense of trust by showcasing their efforts to give back to those in need. With their expansive numbers and network of students and teachers who have been positively affected by their outreach, potential patients are provided a sense of relief and comfort through their positive community engagement.

Overall, CSR is an essential aspect for medical device organizations if they want to show their consumers that they are trustworthy and put effort into supporting their local market community. When consumers can trust a company and their leaders, they are willing to learn more about their technologies and be willing to utilize them for their overall healthcare. These efforts bring the patient community together and help it expand, overall increasing the targets for the company.

-Content by the BDMT Global Team

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