

## MDT: Medical Design Technology Website Overview

The redesigned MEDICAL DESIGN TECHNOLOGY website – **www.MDTmag.com** – is a completely new and comprehensive online resource for professionals serving and working within the medical device industry. Whether a visitor is a designer of medical devices or a regulatory official, the MDTmag website presents a wide range of informational and educational vehicles for everyone.

New features supplementing the robust technology coverage (articles, new products, and white papers) have been introduced. Additionally, new navigation and technology/device sector breakdown schemes make locating information significantly faster. Finally, with SEO “baked in” from the start of the development, MDTmag.com is much more search engine friendly and helps drive additional traffic through those vehicles.

New elements of the MDT website include:

- **Blogs** – Seeking contributions from an array of specialists, the MDT blogs offer expert commentary from medical device community leaders from all corners of the industry.
- **News** – A live newsfeed that is constantly refreshed with features and stories from a large number of sources. Pulling from FDA, medical device suppliers and contract manufacturers, academia, professional organizations, medical device OEMs, and much more, the MDT newsfeed is a must-read section for all visitors.
- **Leading Off** – Located right near the top of the home page, the Leading Off module features the very latest technology releases of particular interest to the designers of finished medical devices. Whether a brand new miniature valve or a new twist on an existing power supply, visitors can quickly and easily find out technology that’s become available to the industry by visiting this module on the homepage.
- **Social Media** – Industry professionals can visit MDT’s social media sites easily through the site. The Community menu enables users to logon to MDT’s Twitter, Facebook, and YouTube pages with a simple click. In this same area, visitors will find the new Events Calendar and the popular community-style editorial features Perspectives and Applying Tech.

