

MDR/IVDR revisions - LinkedIn Safety Campaign

1. Campaign key figures

The campaign ran from 6 July to 5 October 2026.

The main LinkedIn campaign statistics are presented below:

2,014	1,484	464	66
Total interactions	Reactions	Reposts	Comments

2. Campaign impact at a glance

Nine LinkedIn posts brought the MDR/IVDR debate to a wider audience by translating complex regulatory choices into concrete questions about patient safety, access to medical technologies and confidence in conformity assessment.

- **Visible public reach:** 2,014 interactions show clear interest in the practical consequences of MDR/IVDR reform.
- **Messages carried beyond the original audience:** 464 reposts extended the discussion through stakeholder networks.
- **Substantive external dialogue:** comments addressed audits, clinical evidence, diagnostic reliability, capacity and costs.
- **Accessible policy communication:** patient-facing scenarios made regulatory choices easier to understand and discuss.

Public-interest message:

Regulatory simplification is most credible when it also safeguards patients, supports access and maintains trust.

3. Why the campaign matters to everyone

- **It opened a wider conversation:** the campaign created a visible space for manufacturers, health professionals, patient-oriented voices and regulatory stakeholders to engage with reform choices.
- **It connected regulation with real-world outcomes:** examples involving surgical instruments, genetic testing, implants, cancer diagnostics and infant warmers showed why technical rules matter in practice.
- **It encouraged informed scrutiny:** the discussion addressed both the benefits of simplification and the risks of weakening appropriate oversight.
- **It made specialist expertise accessible:** complex conformity-assessment issues were expressed in language that non-specialist audiences could understand and share.

- **It demonstrated stakeholder appetite:** strong reposting indicates that the themes resonated beyond the original posts and were considered relevant enough to circulate further.

4. What the campaign contributes to the public debate

- A clearer understanding of the trade-offs involved in regulatory reform.
- A balanced narrative linking efficiency, access, innovation and patient protection.
- Concrete examples that can inform broader institutional and stakeholder discussions.
- A basis for continued dialogue grounded in practical regulatory experience.

5. How the campaign strengthens the wider debate

- **Clarifies the policy choice.** Each post explains a concrete regulatory issue and why it matters beyond specialist circles.
- **Shows the human impact.** Recognisable device, diagnostic and patient scenarios connect regulatory decisions with healthcare outcomes.
- **Invites informed participation.** Open questions encourage stakeholders to contribute experience, evidence and alternative perspectives.
- **Surfaces practical concerns.** Comments reveal recurring questions that can inform institutional discussion and future policy work.
- **Broadens access to expertise.** Short, visual posts make technical knowledge easier to understand, share and reuse.
- **Signals relevance beyond reactions.** Reposts and substantive contributors indicate that the subject resonates across professional networks.

Evidence note: figures reflect observable interactions. Impression, click and audience-profile data were not available, so conclusions on overall reach remain directional.

6. A platform for continued external dialogue

The campaign shows that MDR/IVDR reform can engage audiences beyond the immediate regulatory community when the debate is linked to concrete questions of safety, access, innovation and trust.

Wider public and policy value

- **More transparent choices:** the campaign explains the consequences of reform rather than presenting regulation as an abstract technical exercise.
- **More inclusive debate:** accessible scenarios allow a wider range of stakeholders to understand and respond to the issues.



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REPORT

October 21st, 2026

- **More grounded policymaking:** practical expertise and stakeholder reactions can complement formal evidence and institutional consultation.
- **More balanced communication:** the narrative supports simplification and innovation without separating them from safety and public confidence.
- **More durable engagement:** the strongest examples can continue to support public events, policy exchanges and stakeholder discussions.

External value:

A clearer, more open and better-informed conversation about how Europe can simplify medical-device regulation while protecting patients and maintaining trust.
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7. Conclusion

The campaign generated strong interest, with 2,014 interactions demonstrating that MDR/IVDR reform resonates beyond specialist regulatory circles. Its 464 reposts extended the messages across wider professional and stakeholder networks.

Through concrete, real-world examples, complex regulatory issues became easier to understand, discuss and share.

The comments also encouraged constructive exchanges on safety, clinical evidence, access, capacity and costs.

Overall, the campaign successfully promoted a balanced public-interest narrative linking simplification, innovation and efficiency with patient protection and trust.

In case of any further clarification needed, please contact schlemmer@team-nb.org