



ETHICS AND INTEGRITY:

SUSTAINABLE HEALTHCARE THAT CREATES VALUE



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FOLHA DE S. PAULO
UM JORNAL A SERVIÇO DO BRASIL
QUINTA-FEIRA, 28 DE JUNHO DE 2018 14:08

Jornal do Comércio
O Jornal de economia e negócios do RS
84 ANOS

Lucro das operadoras de plano de saúde sobe 70,6% em 2016, a

Esquema de corrupção na saúde tem âmbito nacional, segundo a polícia

EXAME

Para 89% dos brasileiros, saúde é considerada péssima, ruim ou regular

FANTÁSTICO

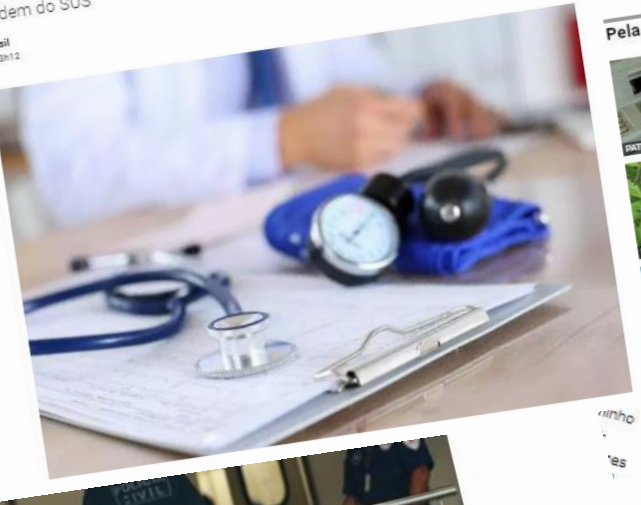
NET EMPRESAS
SOLUÇÕES COMPLETAS PARA CONECTAR SEU NEGÓCIO.

Presidente Prudente e Região

Duas pessoas morrem em queda de carro no Rio Santo...

Cabeleireira transporta 23 kg de maconha em ônibus e acaba...

Ciê disponibiliza 16 vagas de estágio para estudantes do Oeste Paulista



Pela web
Fique livre da anuidade gastando R\$ 100 por mês em compras a cada (Santander)

Ela é rara e custa caro, mas controla o açúcar no sangue de forma eficaz (Cibelia Maia BR)

Conheça o FGC. Fundo Garantidor de Créditos

Shawn Mendes considera Rock in Rio o momento mais incrível da vida dele

Grande Minas

Em tempo...

de, mas estar serviços ça expediu 72 prisão.

O depoimento dos imaos durou cerca de...
-ite da Câmara dos Deputados. Na maioria...
...eram que, por orientação...
...ente na



**Why IES
Ethics Health?**

Why IES - Ethics Health?



- ✓ Environment without maturity in "transparent and ethical relationship ". Relationship was "hostile - lack of trust among the parties"
- ✓ Companies, doctors and HCPs, hospitals and HMOs/Insurance Plans were acting without clear pre-defined rules.
- ✓ Unreal consumption of Medical Devices, overindication of procedures (just as example – there was a decrease in volume of over 35% after dissemination of news in the media).
- ✓ Lack of credit with the Market and with the public opinion.
- ✓ The whole cost of a "surgery" was built into the "cost of the product" (medical fees, training, hospital fees, renewal of instruments in the hospitals, surgical technicians, etc).

Why IES - Ethics Health?

- ✓ Conflicts with HMOs / Health Insurances:
 - ✓ Lack of payment
 - ✓ Postponement of the invoicing authorization
 - ✓ Financial payment denials
 - ✓ Policy of "dictating" the purchase price
 - ✓ Flattening medical fees
 - ✓ Flattening hospital fees x health plans



"ROCK BOTTOM"

It was mandatory to re-structure the whole healthcare chain or we would face the collapse of the "system"!

Who we are



Who we are

Mechanism of self-regulation of the conduct of health actors through:

Governance

Regulations and Statutes/Bylaws

Prevention and Control

- ✓ **Prevention:** Education and Integrity Program
- ✓ **Control:** Reporting Channel



Mission

To promote the best practices in the relationships, by means of self-regulatory mechanisms for the healthcare sector.



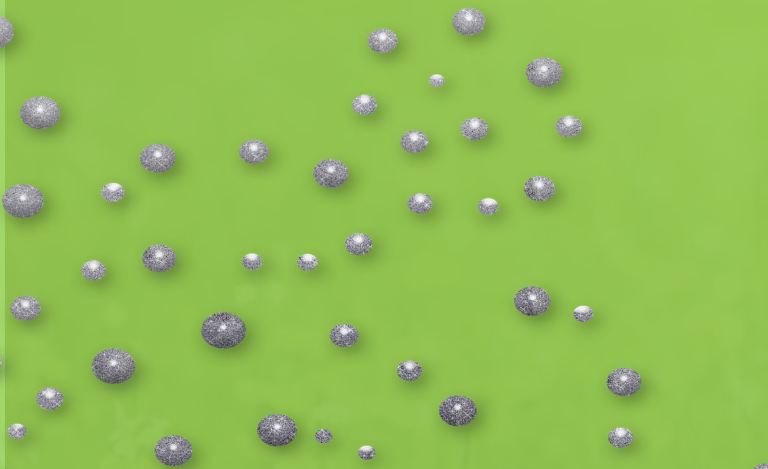


Purposes

- ✓ To disseminate and to consolidate a culture of honesty and transparency in the healthcare sector
- ✓ Fair and healthy competition
- ✓ Access to the best technologies
- ✓ The best cost/benefit for the healthcare systems
- ✓ Appropriate availability of medical technology
- ✓ And last, but not least, The main purpose is to **assure the safety and respect to the patient!**

Values

Ethic
Integrity
Awareness and Education
Transparency
Legality



Advisory Board



Members - Manufacturers



Members - Hospitals



Agreements signed up to now



Members - Distributors and Importers

8

8 IMPLANTES

A

A&C COMÉRCIO
ALBERT OLIVER
ALFEMA DOIS
AMGS
ARTERIAL LIFE
ARTSINTESE

B

BECA
BIO 2
BIOCARDIO
BIOLIFE
BIOLINE
BIOMAX MEDICAL
BIOMEDICAL
BIOMET 3I DO BRASIL
BIOSINTESE
BM9
BONE SURGERY
BONE SURGICAL
BOYNTON
BR MEDICAL
BRASIL ORTOPEDIA
BRUNO GARISTO JUNIOR
BT ORTHOPEDICS

C

CANADA
CARDIOPIRA
CARDIOTRONIC
CENTRO OESTE
CENTROSUL
CIBRAMED
CIENLABOR
CIRÚRGICA FLECHA
CIRÚRGICA MAIS
CLASSY MED
CMS
COMERCIAL COSTA GOMES
CONFIANZA
CORAMED
CORTICAL CAMPINAS
CORTICAL

D

DENUO
DERTON
DMC
DMO
DPM VALE
DUDER
DVX

E

E. TAMUSSINO
EMO COMÉRCIO
ENDO CARDIO
ENDO SUTURE
ENDOSURGICAL
ENDOTEC
ENDOTEX
ENDOVIX
ERECTA
EVOLUTION

F

FAST MEDICAL
FLEX LAB
FOCCUS MEDICAL
FUSÃO RIO
FUSÃO

G

GE HOSPITALAR
GOLDMEDIC
GRANDES MARCAS
GUSSON

H

H MEDICAL
HEMOCAT
HMS
HOSPITALIA
HOSPITALIA CIRÚRGICA

Members - Distributors and Importers



ILKMED
IMACT CAMPINAS
IMACT
IMPACTO
IMPLAMED
IMPLAMEDICAL ALAGOAS
IMPLAMEDICAL SERGIPE
IMPLANEWS
IMPLANSUL
IMPLANTES MÉDICOS BAHIA
IMPROTEC
INBONE
INDUSTRIAS H. A. BARONE
INFINITY MEDICAL 2002
INOMEDI
INTELIMED
INTERMEDIC
INVASIVE
INVASIVE SP
IOMED - IS



JDR
JOINTMED
JOTEC
JUSIMED



KOMPAZO SAÚDE



LAS
LDR BRASIL
LEADS
LIDERA
LIVE



MARJA
MASTERMEDIC
MAX CARE
MAX SURGICAL
MAXCARE
MAXI MÉDICA
MB OSTEOS
MB SURGICAL
MEDCOSTA
MEDFIX
MEDIC CALL
MEDIC SYSTEM
MÉDICA
MEDICAL CAMP
MEDICAL HEALTH
MEDICAL SUPORT
MEDICAL SUTURE
MEDICATO
MEDICICOR
MEDIMPLANT

MEDTECH
MEDTOOLS
MEGAMED - MF
MEDICAL - MR
ORTHOS -
MULTIVISION

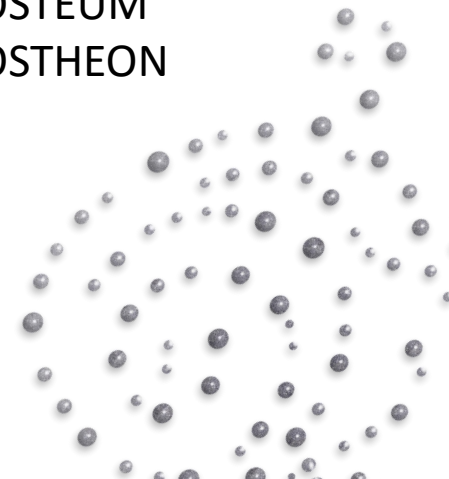


NOVUM



O P ASSIS
OPERA
ORTHEK
ORTHO STEEL
ORTHO STORE
ORTHO SYSTEM
ORTHOHEAD
ORTHOSERV

ORTOCIR
ORTOESTE
ORTOGÊNESE
ORTONENSE
ORTONEURO
ORTOPLAN
ORTOPLAN SERGIPE
ORTOS
ORTOSPINE
ORTOSYS
OSTEO
OSTEOLINK
OSTEUM
OSTHEON



Members - Distributors and Importers



PAST
PE IMPLANTES
PER PRIMA
PH COMÉRCIO
POLYMEDICAL
PORTO SURGICAL
PORTOMED
PRIME CIRÚRGICA
PRISMA MEDICAL
PRODUTOS MÉDICOS BIOMEDICA
PRÓ-ENDO
PROFFIX
PROGER
PROSPINE
PROTECNO
PROTIL



QUALITY



RBG
RCL
ROVER
RPM



SCI-TECH
SEMEDIC
SERRA NORTE
SINNERGY
SINTESE
SINTEX MEDICAL
SOLUTION ORTHOPEDIC
SP INTERVENTION
SPINELEVEL
SUPRIMED
SYNTECH



TECH SURGICAL
TECHMEDICAL
TECHNICARE
TECNEURO
TECNIMED
TELLUS
TELLUS RIO
TITANIUM
TOP IMPLANTES
TRAUMA SURGICAL
TRAUMACAMP
TRAUMINAS
TRÍADE



UL QUÍMICA
UNIÃO MÉDICA
UNIMEK



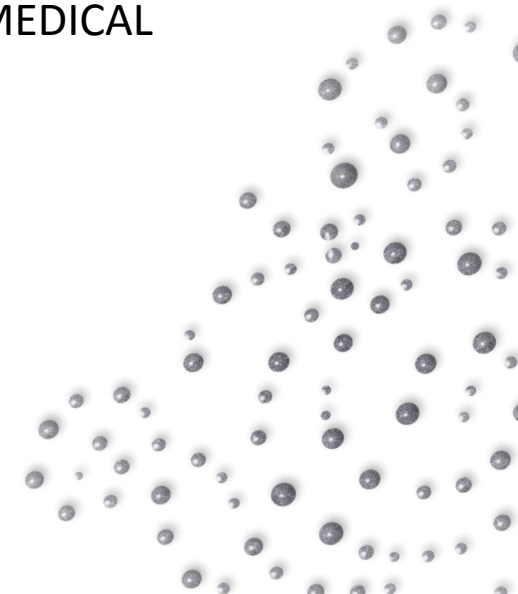
VITORIA HOSPITALAR



WAVE
WM WORLD



ZEIKI MEDICAL



Board of Ethics



Dr. Antonio Fonseca
Assistant Attorney
General of Brazil -
Federal Public
Ministry



Prof. Dr. Celso Grisi
Professor of the
Department of
Administration of the
Faculty of
Economics Business of
the University of São
Paulo (USP)



**Dr. Edson Luiz
Vismona**
President of the
Brazilian Institute
of Competitive Ethics
(ETCO)



**Prof. Dr. Mário
Aquino Alves**
Professor of Public
Administration.
Coordinator at FGV for
the courses of Third
Sector.

Scopes of Performance



Awareness and Education

Monitoring of Compliance

Institutional and Government Relations

Reporting Channel

Indicators

588 Cases Reported

1446 People/Institutions Reported

Until may 2018



Cases Reported - Main Issues

249 Concession of personal incentives, commissions for promoting the prescription of products or use of material.

56 Unfair practices to competition in public or private environment.

52 Payment to the hospital of fee or commission related to the use of materials.

42 Physician / patient relationship.

39 Practice of donating equipment or instruments in order to obtain undue advantage.



Reported professionals/institutions

- 652** Medical Doctors
- 461** Distributors
- 183** Hospitals
- 81** Importers
- 39** HMO / Health Plans
- 21** Manufacturers
- 6** Institutes
- 3** Public Offices

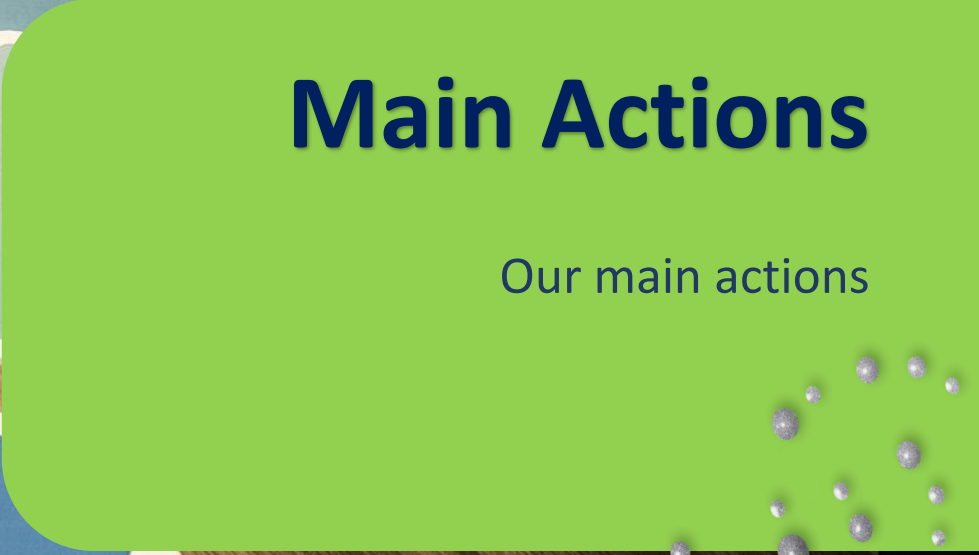
139 Members
1307 Non Members
Total: **1446**





Main Actions

Our main actions



Awareness and Education

✓ Annual Forum Ética Saúde

✓ Closed Events (CADE, ANVISA, TCU, etc.)

✓ Campaign
Ethics is not Fashion. Ethics are manners
("Ética não é moda. Ética são modos")

✓ Special events with
Advisory Board Members



- ✓ Partnerships with Universities
- ✓ Online Courses (in cooperation with other entities) FEHOSP - EducaSUS
- ✓ Presential Trainings
- ✓ Training recognized by Industries Compliance Systems
- ✓ Road Show with AdvaMed

52º
CBPC/ML
25 a. 28/09/2018
CENTROSA,
FLORIANÓPOLIS, SC

CONGRESSO BRASILEIRO
DE PATOLOGIA CLÍNICA
MEDICINA LABORATORIAL
EXPOSIÇÃO TÉCNICO-CIENTÍFICA
A Medicina Laboratorial agregando
valor ao desfecho clínico

Você não pode perder!

Fórum:
Ética em Medicina Diagnóstica

Palestrantes

 Deltan Dallagnol Procurador da República e Coordenador da Operação Lava-Jato em Curitiba	 Roberto Livianu Promotor de Justiça em São Paulo e presidente do Instituto Não Aceito Corrupção
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Debatedores

 Wilson Shcolnik Coordenação e Presidente SBPC/ML	 Ademar José Paes Jr Associação Catarinense de Medicina ACA	 Carlos Eduardo Gouvêa Instituto Ética Saúde - ES e Câmara Bras. de Diag. Laboratorial - CDBL
 Claudia Cohn Associação Brasileira de Medicina Diagnóstica - ABRAMED	 Luiz Fernando Barcelos Sociedade Brasileira de Análises Clínicas - SBAC	 Roberto Luiz d'Ávila Ex-presidente do Conselho Federal de Medicina - CFM

Encerramento do 52ºCBPCML
Dia 28 de setembro, às 11h45, na sala 1

Qualification Program IES - QualIES

Compliance Monitoring

To enable the implementation and qualification of Compliance programs

- ✓ Audit
- ✓ Consultancy

(Ernst & Young, Deloitte, PWC, KPMG, Grant Thornton)

Benefits

- ✓ Protection of the Ethics Health members in hiring audit companies;
- ✓ Guarantee of compliance to a minimum common check-list of requirements for the Medical Technology Market, promoting the most effective prevention against deviation of conduct;
- ✓ Saving time and resources;
- ✓ Education and awareness.



Compliance Monitoring

- ✓ Working Groups:
 - Supply Chain
 - Hospitals
 - Risk Mapping

- ✓ Assessment of the Compliance Systems of Members
(2nd Questionnaire - In 02)

- ✓ IES Certificate

Institutional and Government Relations



- ✓ **To amplify scope of action**

 - Cooperation Agreements

 - Advisory Board

 - Hospitals

 - Clinical Laboratories

 - Manufacturers

- ✓ **New members**

 - HMOs / Health Insurance Companies

 - Manufacturers of Medical Devices and IVDs



Institutional and Government Relations



ENCLA - National Strategy against Corruption and Money Laundering

Executive Secretay (National Justice and Citizenship Secretary / Ministry of Justice)

Working Group – Action 5 – Meeting on August 7th 2018

Proposals of measures of fight against private corruption

Participants : ABIN, ADPF, AGU, AJUFE, AMPCON, ANAPE, ANPR, BCB, BNDES, CADE, CGE/MG, CGM/SP, CGU, CJF, CONACI, CVM, DREI/SEMPE, FEBRABAN, GNCOC, MDIC, MP/DFT, MP/GO, MP/PR, MPT, PF, PGFN, PG/DF, REDE, PREVIC, SUSEP.



Institutional and Government Relations



MDMA - Medical Device Manufacturers Association



Advamed – Advanced Medical Technology Association



Global MedTech Compliance Conference



**Asia-Pacific
Economic Cooperation**

2018 APEC Business Ethics for SMEs Forum



Institutional and Government Relations



✓ InterAmerican Coalition of Ethics in the Medical Device Sector

Member of the Interamerican Coalition that gets together associations of Medical Technologies of Brazil, United States, Canada, Mexico, Argentina, Chile, Colombia, Peru, Ecuador and Venezuela.



Contact us



Thank you!

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www.eticasaude.org.br

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