



Coalición Interamericana
de Ética Empresarial

SECTOR DE TECNOLOGÍA MÉDICA



Coalização Interamericana
de Ética Empresarial

SETOR DE TECNOLOGIA MÉDICA



Inter-American
Coalition for
Business Ethics

MEDICAL TECHNOLOGY SECTOR



WELCOMING REMARKS AND CODE OF ETHICS LAUNCH BY ASOCIACIÓN DE DISPOSITIVOS MÉDICOS DE CHILE (ADIMECH)

*The Honorable Gilbert Kaplan
Under Secretary for International Trade
U.S. Department of Commerce*



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Mr. Tulio Oliveira, President, ADIMECH

*Regional Vice President – Latin America South
Johnson and Johnson*



2019 APEC Business Ethics for SMEs Forum

SANTIAGO DE CHILE | 9-10 SEPTEMBER



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COALITION PHOTO WITH THE HONORABLE GILBERT KAPLAN



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CHILEAN MULTI-STAKEHOLDER PERSPECTIVES ON STRENGTHENING ETHICAL BUSINESS PRACTICES

Facilitator:



Mr. Alberto Martinez

Roundtable Discussants:



Hon. Javier Macaya Danus



Ms. Cecilia Rodriguez



Dr. Eghon Guzmán



**Mr. Jorge Jaraquemada
Roblero**



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AFTERNOON TEA / COFFEE BREAK

15:30 – 16:00



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COALITION MEETING READOUT FROM BUENOS AIRES (24 JULY 2019)

Mr. Sergio Pinto
Chair, Latin America Compliance Committee,
The Advanced Medical Technology Association



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BEST PRACTICES SESSION ON “EXTERNAL STAKEHOLDER ENGAGEMENT ON THE CODE” BY MEDICAL DEVICE ASSOCIATIONS

*Ms. Diane Biagiante
Chief Responsibility Officer
Edwards Lifesciences*

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WHY should medical device industry associations care about external stakeholder engagement?

- ✓ Because your members have committed to follow the code and the association is their collective voice.
- ✓ Because external stakeholders can be an ally in promoting ethical business practices.
- ✓ Because external stakeholders may want to align their own ethical business practices with yours.
- ✓ Because it may be the only way to address the “non-member dilemma”



57%

Distributed the code beyond the association's members

29%

Making code trainings open to non-members

36%

Building code awareness through multi-stakeholder initiatives

71%

Keen to heighten external stakeholder engagement



HOW should medical device industry associations care about external stakeholder engagement?

- ✓ Prioritize as a core activity in effective code implementation
- ✓ Set measurable commitments in external engagement on the code
- ✓ Make strong effort to invite non-member companies to the association code trainings
- ✓ Meet with peak healthcare professional organizations and government agencies at least once per year on the code AND ask for their views/input – build genuine collaboration
- ✓ Take the non-member dilemma seriously and take action.



DISCUSSION ON WHY AND HOW

- ✓ Do you see other reasons why an association should prioritize external engagement on the code?
- ✓ Do you see other ways in which an association can undertake external engagement on the code?

I LOOK FORWARD TO YOUR IDEAS!



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PUBLIC-PRIVATE PERSPECTIVES ON ETHICAL COLLABORATION FROM THE COMPTROLLER GENERAL OF THE UNION AND THE HEALTH ETHICS INSTITUTE (BRAZIL)



*Mr. Alexandre Krüger Constantino
Comptroller General of the Union*



Mr. Carlos Gouvea, Etica Saude



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SUMMARY OF CONCLUSIONS PREVIEW OF PLENARY

BRING YOUR ID'S TO RECEPTION!

*Mr. Andrew Blasi, Director
Crowell & Moring International*