

## 7<sup>th</sup> COALITION MEETING SUMMARY (9 & 11 SEPTEMBER 2019)

### 9 September 2019

The Coalition meeting was initiated by welcome remarks from Lynn Costa, Senior Advisor for the Office of Western Hemisphere in the International Trade Administration, U.S. Department of Commerce. Lynn introduced U.S. Under Secretary for International Trade Gilbert Kaplan who provided keynote welcome remarks congratulating ADIMECH on the formal launch of the region's latest industry association code of ethics and marking the first occasion where all medical device industry associations in the Americas now have a code of ethics. These remarks were followed by Tulio Oliveira (Chile), President of ADIMECH, who formally announced the launch of the industry association's code of ethics. The full Coalition then took an official photo before commencing the first session.

Building upon the launch of the ADIMECH Code, the first session brought together leading Chilean stakeholders on strategies to strengthen ethical business practices, including a member of the legislature, a patient leader, and physician leader, transparency council leader, an industry moderator. The session served as the first time these stakeholders came together for an extended and earnest exchange of views that included plans for continued local collaboration.

Sergio Pinto (Brazil) then provided a comprehensive readout from the 6<sup>th</sup> Coalition meeting in Buenos Aires in July 2019. This was followed by a deep-dive presentation and discussion facilitated by Diane Biagianti (U.S.) on best practices for external stakeholder engagement by medical device industry associations. This session was well received by the Coalition members. As a core pillar to code of ethics implementation, external stakeholder engagement ensures that a code of ethics is not confined to individuals within the association and its members. Participants identified every major stakeholder group in the health system as critical for code outreach, including: healthcare professionals, governments, patients, hospitals, payers, purchasers, academic institutions, and even non-member medical device companies. Members agreed that promoting the code of ethics should be widely utilized across the entire sector, not confined to just the association's own member companies. Associations should want non-member companies to follow their code of ethics. Diane identified four key areas WHY medical device industry associations should care about external stakeholder engagement, including (1) because members have committed to follow the code and the association is their collective voice, (2) because external stakeholders can be an ally in promoting ethical business practices, (3) because external stakeholders may want to align their own ethical business practices with yours, and (4) because it may be the only way to address the "non-member dilemma". Tulio added a 5<sup>th</sup> area, which is that the credibility of the industry itself depends on the importance of engaging externally on ethics and the industry association represents that industry. Bronwen Taylor (U.S.) added that sharing common ground with other stakeholders is likewise an important justification for external stakeholder engagement on industry association codes. Diane also highlighted key external engagement statistics from the 2019 Report on Coalition member code implementation, noting there remains a gap between the number of associations that are engaging external vs. a higher number of those that would like to do so. Diane concluded the session by highlighting different ways in how medical device industry associations can advance external stakeholder engagement. Coalition members are encouraged to review the full presentation for further details.

The Coalition meeting on 9 September concluded with two overview presentations focused on Brazil provided by Mr. Carlos Gouvea on Etica Saude and Mr. Alexandre Krugner on the Comptroller General of the Union (CGU). These presentations will be uploaded to the Coalition website for your review.

### **11 September 2019**

The second portion of the Coalition meeting was held over breakfast on 11 September 2019 following the conclusion of the 2019 APEC Business Ethics for SMEs Forum. The session served as an open floor discussion on several topics and recommendations, including:

- Members have again agreed to nominate 2-3 stakeholders from their economies to join the Coalition and that these nominations should be complete before the end of the year.
- Members have agreed that new research and collaboration to show the positive impact of ethical business practices in the medical device sector would greatly support the Coalition's work. This includes examining university partnerships in the region.
- Members would like to see several concrete models in effective code governance (i.e., AdvaMed) and best practices in external stakeholder engagement (i.e., Etica Saude) collated in a manner that provides clearer benchmarks for success. These concrete examples will help support greater progress in the results demonstrated in the Coalition's annual report.
- Members agreed that the 7<sup>th</sup> Meeting of the Coalition should feature the new AdvaMed Code of Ethics as well as plans to update the Coalition action plan, including setting metrics in training.
- Members would like to see the Coalition take more bold action demonstrating the importance of ethical business practices not only on the health side (i.e., benefits to the patient) but also on the economic side (i.e., benefits to economic growth and competitiveness).
- Members also agreed to focus on how resource limitations faced by industry associations can be addressed now, including planning in advance to scale ethics trainings and time allocated for external stakeholder engagement on association codes.
- Members also committed to inviting non-member companies to their own code trainings going forward. ABRAIDI in Brazil reported the association's last training was 38% non-member companies.
- Members also agreed that the Coalition should plan external sessions with local stakeholders in each country hosting the meeting. For example, in Mexico City in Spring 2020, the Coalition should arrange meetings with other stakeholders there on the importance of ethical business practices