



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



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

*Ms. Diane Biagiante
Chief Responsibility Officer
Edwards Lifesciences*

2019 APEC Business Ethics for SMEs Forum

SANTIAGO DE CHILE | 9-10 SEPTEMBER



2019 APEC Business Ethics for SMEs Forum

SANTIAGO DE CHILE | 9-10 SEPTEMBER





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!