

Strengthening Business Ethics in the Medical Device Sector across the Western Hemisphere: A High Level Roundtable Dialogue

Lima Chamber of Commerce | 7 September 2016 | Lima, Peru

Roundtable Mission: Principals from the medical device industry, governments and other organizations will gather in Lima, Peru the day after the 2016 APEC Business Ethics Forum to discuss current strategies and to explore new opportunities for heightened collaboration across the Western Hemisphere to strengthen ethical business practices. While notable progress is being made within and between countries across the Western Hemisphere – including new medical device and diagnostic industry association codes of ethics and training programs – Roundtable principals will explore and recommend what more can be done to advance progress and ensure active collaboration by all key stakeholders.

PROGRAM	
8:00-8:30	<p>Arrival & Check-In</p> <p><i>Note: Shuttle bus from Westin Lima to depart lobby at 7:45 AM</i></p>
8:30-8:45	<p>Welcome Remarks</p> <ul style="list-style-type: none"> • Mr. Mario Mongilardi Fuchs, President, Lima Chamber of Commerce • Ms. Nancy Travis, Vice President, International Compliance and Governance, The Advanced Medical Technology Association (AdvaMed)
8:45-9:00	<p>Communicating the Value of Ethical Business Practices</p> <ul style="list-style-type: none"> • Ms. Andrea Perez Figueroa, Ethics Committee, AMID, Mexico
9:00-10:00	<p>Understanding Challenges and Perspectives across the Western Hemisphere</p> <p><i>Session Facilitator:</i> Ms. Nancy Travis, AdvaMed, The United States</p> <ul style="list-style-type: none"> • Ms. Giovanna Benitez, ANAMED, Public Health Institute of Chile • Ms. Marisol Sánchez González, Executive Director, Cámara Dispositivos Médicos e Insumos para la Salud, ANDI (Colombia) • Ms. Adriana Fussuma, Ethics Committee, ABIMED (Brazil) • Mr. Esteban Gonzales, President, SDCM, Chile
10:00-11:00	<p>Prospects to Accelerate Ethical Collaboration in the Western Hemisphere</p> <p><u>Discussion Leads:</u></p> <ul style="list-style-type: none"> • Ms. Bronwen Taylor, Vice President of Compliance, Stryker Corporation • Dr. R. Espinoza, Director-General, DIGEMID, Ministry of Health, Peru <p><i>Considerations:</i></p> <ul style="list-style-type: none"> • How can industry and healthcare professional associations join forces in strengthening ethical collaborations between their members? • How can governments encourage high-standard industry self-regulation? • What innovative roles can payers have in facilitating ethical interactions?
11:00-11:30	<p>Networking Coffee Break</p>

MINI-DIALOGUE SESSIONS

Discussions on key issue and need areas for heightened collaboration in the Western Hemisphere to strengthen ethical business practices in the medical device sector.

11:30-12:15	<p>Session One: <i>Ethical Partnerships with Third Party Sales and Marketing Intermediaries</i></p> <p><u>Discussion Lead & Rapporteurs:</u></p> <ul style="list-style-type: none">• Mr. Juan Arbona, Vice President, Zimmer Biomet <p><u>Potential Topics</u></p> <ul style="list-style-type: none">• Negotiating, Training, Monitoring and Auditing for Third Parties• Risk Assessment, Due Diligence and Contracts• Corrective Action• Key trends / Emerging risks• Incentives for third parties to strengthen compliance• Illegal marketing of medical devices• Maximizing impact of limited resources• How can industry associations help• Best practice models and implementing a code
12:15-13:30	<p>Networking Lunch at Lima Chamber of Commerce</p> <p><i>Brief Remarks by Mr. John Andersen, Deputy Assistant Secretary of Commerce for the Western Hemisphere, Department of Commerce, The United States</i></p>
13:30-14:15	<p>Session Two: <i>Ethical Industry Interactions with Health Care Professionals</i></p> <p><u>Discussion Leads & Rapporteurs:</u></p> <ul style="list-style-type: none">• Mr. Antonio Caram, Regional Director, Americas – Business Practices and Compliance, Johnson & Johnson• Mr. Rodrigo Medina, Senior Legal Director, Medtronic <p><u>Potential Topics</u></p> <ul style="list-style-type: none">• The importance and value of interactions between industry and HCPs• Industry support for HCP product training and education, professional development and conference attendance• Consulting arrangements• Entertainment, recreation and gifts• Evaluation and demonstration products• Educational items, research/educational grants, charitable donations• Coverage, reimbursement and health economics information• Maximizing impact of limited resources / how can industry groups can help• Best practice models and implementing a code

14:15-14:45	Networking Coffee Break
14:45-15:30	<p>Session Three: <i>Partnering with Governments to Promote Innovation and Economic Growth through Elevating Ethical Business Practices</i></p> <p><u>Discussion Lead & Rapporteurs:</u></p> <ul style="list-style-type: none"> • Mr. Andrés Cedrón, Senior Legal Director, Stryker <p><u>Potential topics</u></p> <ul style="list-style-type: none"> • <i>Clear and equitable regulatory systems that prevent unethical behavior</i> • <i>Government roles in supporting ethical HCP-industry relationships</i> • <i>Maximizing impact of limited resources</i> • <i>How can industry associations help</i> • <i>Assessing current models</i>
15:30-16:00	<p>Roundtable Summation & Recommendations</p> <p><u>Facilitators:</u></p> <ul style="list-style-type: none"> • <i>Ms. Nancy Travis, Vice President, International Compliance and Governance, The Advanced Medical Technology Association (AdvaMed)</i> • <i>Ms. Marisol Sánchez González, Executive Director, Cámara Dispositivos Médicos e Insumos para la Salud, ANDI</i>