ETHICS AND INTEGRITY:
SUSTAINABLE HEALTHCARE THAT CREATES VALUE
Esquema de corrupção na saúde tem âmbito nacional, segundo a polícia

Para 89% dos brasileiros, saúde é considerada pessima, ruim ou regular e não é a contemplada por 4% dos que têm plano de saúde e por 9% dos que dependem do SUS.
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.
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 - Hospitals

Members - Manufacturers

Agreements signed up to now
Members - Distributors and Importers

8 IMPLENES
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
COMMERCIAL 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
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HEMOCAT
HMS
HOSPITALIA
HOSPÍTÁLIA CIRÚRGICA
Members - Distributors and Importers

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

J
JDR
JOINTMED
JOTEC
JUSIMED

K
KOMPAZO SAÚDE

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LDR BRASIL
LEADS
LIDERALIVE

M
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 SUPPORT
MEDICAL SUTURE
MEDICATO
MEDICICOR
MEDIMPLANT
MEDTECH
MEDTOOLS
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ORTHOS - MULTIVISION
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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 TITANIUN 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

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Doctors</td>
<td>652</td>
</tr>
<tr>
<td>Distributors</td>
<td>461</td>
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<tr>
<td>Hospitals</td>
<td>183</td>
</tr>
<tr>
<td>Importers</td>
<td>81</td>
</tr>
<tr>
<td>HMO / Health Plans</td>
<td>39</td>
</tr>
<tr>
<td>Manufacturers</td>
<td>21</td>
</tr>
<tr>
<td>Institutes</td>
<td>6</td>
</tr>
<tr>
<td>Public Offices</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1446</strong></td>
</tr>
<tr>
<td><strong>Members</strong></td>
<td><strong>139</strong></td>
</tr>
<tr>
<td><strong>Non Members</strong></td>
<td><strong>1307</strong></td>
</tr>
</tbody>
</table>

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
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
  - Hts of Medical Devices and IVDs
ENCLA - National Strategy against Corruption and Money Laundering

Executive Secretary (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

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

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Thank you!