PART ONE: 6th MEETING OF THE INTER-AMERICAN COALITION

Brief Participant Introductions
Name, Position, Organization

Antitrust Reminder
Provided by Local Counsel
Ms. Marisol Sanchez
Camara de Dispositivos Medicos e Insumos para la Salud
Asociación Nacional de Empresarios de Colombia (ANDI)
Mr. Luis Fernandez
Asociación Mexicana de Industrias Innovadoras de Dispositivos Médicos (AMID)
AMID THE MEXICAN ASSOCIATION OF INNOVATIVE INDUSTRIES OF MEDICAL DEVICES

- 32 members from multinational companies.
- 12 years of being active.

Carlos Jimenez - AMID’s current President (2018 – 2020)

Ana Riquelme – AMID’s Executive Director.

- a) Ethics Code
- b) Interactions Code with HCP’s
- c) Disciplinary procedure
CODES UPDATE

The board of Directors have recently approved the updates to:

- The Interactions Code with Health Care Professionals and
- The Ethics Code

*Available in English and Spanish
*All intermediaries must know the Codes content and follow it.

The latest versions of these codes can be found at the AMID’s new website:
http://amid.org.mx/
UPCOMING EVENTS & ACTIVITIES

Third Party (Distributors) training taking place on October 23, 2019

- The event will include the participation of a representative of the Mexico´s Ministry of Public Administration (SFP) and one representative form the Mexico´s Federal Economic Competition Commission (COFECE).

Workshop for AMID´s Associates August 13, 2019

- This training will be focused on the New version of the AMID´s Interactions Code with HCP´s.
CHALLENGES AND OPPORTUNITIES

- First Year of new Administration (2018 - 2024)
- Unexpected changes to the strategies related to Health Care system in Mexico including Public Procurement Process.
- Allignment between the Codes of the Industries.
- Medical Associations have shown resistance to receive AMID´s representatives.
CHALLENGES AND OPPORTUNITIES

UNOPS AND MEXICO SIGN FRAMEWORK AGREEMENT TO HELP GOVERNMENT FIGHT CORRUPTION

- AMLO’s commitment to fight corruption.
- HC suppliers suspended from participating in public procurement process.
- AMID is open to let new Stakeholders to be part of the Association.
- Continue working in a collaborative way with CANIFARMA in order to align Codes.

Health, insecurity worrisome issues for AMLO; ending corruption is ‘easy’
EXPECTATIONS 2019 - 2020

- Review to update the AMID codes in order to integrate the new best global practices initiatives ✓ Done
- AMID participation in medical congresses with stand and talks
- Training video ✓ Done
- Alignment of the AMID Codes with the "Kuala Lumpur Principles“ ✓ Done
- Propose Mexico as a pilot country of APEC Economies for the certification implementation. ✓ Done
- AMID participation the "Global Harmonization of Ethical Business Principles in Medical Technology"
WELCOME REMARKS BY COALITION EXECUTIVE COMMITTEE

Mr. Bruno Boldrin
Associação Brasileira de Importadores e Distribuidores de Produtos para Saúde (ABRAIDI)
WELCOME REMARKS BY COALITION EXECUTIVE COMMITTEE

Mr. Steven Bipes
The Advanced Medical Technology Association (AdvaMed)
SUMMATION OF COALITION PROGRESS (TO-DATE)

Mr. Andrew Blasi
Technical Secretariat (Coalition)
Director, Crowell & Moring International
SUMMATION OF COALITION PROGRESS (TO-DATE)

2016 Lima Roundtable
& Outcome Statement

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

OUTCOME STATEMENT

Principals from medical device and diagnostic enterprises and industry associations, governments, and other stakeholders from across the Western Hemisphere gathered in Lima, Peru on 7 September 2016 to discuss current activities and identify new opportunities for heightened collaboration to strengthen ethical practices in the medical device sector.

While notable progress has been made across the Western Hemisphere – including the elaboration of industry association codes of ethics and training programs – participants agreed that more can and should be done through a unified, regional approach.

The following recommendations were issued by the roundtable’s participants:

1. Establish an Inter-American Coalition on Ethical Practices in the Medical Technology Sector ("Coalition"), bringing together medical device and diagnostic manufacturer and distributor associations and their members in the Western Hemisphere under a common set of principles and a joint work plan to strengthen business ethics. Other stakeholders – including governments, payers, health care professionals, and civil society – should be invited to join the Coalition, embracing the principles and supporting the work plan.

2. Convene an interim task force to draft a common set of principles and terms of reference, recruit interested founding members, and develop a draft work plan. AbRelMed and ANDI are nominated to serve as interim coordinators and will recruit the interim task force to undertake the aforementioned activities. ANDI is committed to the launch of the Coalition. ANDI will consult ABRelMed’s members to develop the work plan.

3. Launch the Coalition at the AbraMed-ANDI LATAM Ethics & Compliance Conference 21 - 23 February 2017 in Bogota, Colombia. Convene the coalition’s founding members during the meeting to adopt the proposed terms of reference and joint work plan.

4. The work plan may consider including heightened collaboration with third party sales and marketing intermediaries, healthcare professionals, and governments.

The recommendations of this Outcome Statement are the consensus view of participants from the following organizations:

- Asociación Brasileira de Indústrias de Alta Tecnologia para Saúde (ABIMED) – Brazil
- Sociedad Científica de Dispositivos Médicos (SODIM) – Chile
- Cámaras Dispositivos Médicos e Insumos para la Salud. Asociación Nacional de Empresarios de Colombia (ANDE) – Colombia
- La Asociación Mexicana de Industrias Innovadoras de Dispositivos Médicos (AMID) – Mexico
- Comisión de Salud Pública. Chihuahua – Mexico
- COMSALUD, Lima Chamber of Commerce (CCL) – Peru
- Dirección General de Medicamentos Insumos y Ensayos (DIGEMID), Ministry of Health – Peru
- The Advanced Medical Technology Association (AdvaMed) – The United States
- Department of Commerce – The United States
SUMMATION OF COALITION PROGRESS (TO-DATE)

From Bogota (February 2017) -- San Jose (September 2017)
SUMMATION OF COALITION PROGRESS (TO-DATE)

From Sao Paulo and Lima (April 2018) to Philadelphia (Sept 2018)
2019 REPORT / COALITION MEMBER CODES

2019 Report on Code of Ethics Implementation by Coalition Medical Technology Industry Associations

SUMMARY REPORT: REVIEW & DISCUSSION

- Code of Ethics Adoption by Coalition Members
- Code of Ethics Implementation by Coalition Members:
  1. Code Governance
  2. Code Alignment
  3. Member Enterprise Adherence
  4. External Stakeholder Engagement
  ++ Greatest Successes and Challenges
BEST PRACTICES SESSION ON CODE GOVERNANCE

Mr. Sergio Alberto Pinto
HCC Regional Sector Lead Medical Devices Latin America
Johnson & Johnson
BEST PRACTICES SESSION ON CODE GOVERNANCE

Ms. Gabriela Ignotti Pellegrino
Manager, Ethics and Compliance Latin America
Edwards Lifesciences
BEST PRACTICES SESSION ON CODE GOVERNANCE

Best Practices Discussion on Code Governance
Exchange of Examples from Coalition Members

Inter-American Coalition for Business Ethics
MEDICAL TECHNOLOGY SECTOR
Review Coalition Member “Nominations for New Coalition Stakeholders
PREPARATIONS AND AGENDA FOR 7th COALITION MEETING

Preparations and Agenda Setting for the 7th Coalition Meeting at the 2019 APEC Business Ethics For SMEs Forum in Santiago de Chile
OTHER BUSINESS / QUERIES + CONCLUDING SUMMARY

Other Business / Coalition Member Queries

Concluding Summary and Action Items
PART TWO: 6th MEETING OF THE INTER-AMERICAN COALITION

Presentation by ABRAIDI on Coalition Strategies for Distributors Associations and Q&A Session
Update on Global Distributors’ Portal Development (AdvaMed)
Update on Coalition Member Distributor Activities For 2019-2020:

- Training in Buenos Aires, Argentina (25 July)
- Training in Bogota, Colombia (TBC August)
- Training in Santiago de Chile (11 September)
- Training in Mexico City, Mexico (23 October)
- Other Activities – Trainings or Otherwise?
Concluding Remarks by ABRAIDI
Coalition Executive Committee