WELCOMING REMARKS AND CODE OF ETHICS LAUNCH BY ASOCIACIÓN DE DISPOSITIVOS MÉDICOS DE CHILE (ADIMECH)

The Honorable Gilbert Kaplan
Under Secretary for International Trade
U.S. Department of Commerce
WELCOMING REMARKS AND CODE OF ETHICS LAUNCH BY ASOCIACIÓN DE DISPOSITIVOS MÉDICOS DE CHILE (ADIMECH)

Mr. Tulio Oliveira, President, ADIMECH

Regional Vice President – Latin America South Johnson and Johnson
COALITION PHOTO
WITH THE HONORABLE
GILBERT KAPLAN
CHILEAN MULTI-STAKEHOLDER PERSPECTIVES ON STRENGTHENING ETHICAL BUSINESS PRACTICES

Facilitator:

Mr. Alberto Martinez

Roundtable Discussants:

Hon. Javier Macaya Danus

Ms. Cecilia Rodriguez

Dr. Eghon Guzmán

Mr. Jorge Jaraquemada Roblero
AFTERNOON TEA / COFFEE BREAK
15:30 – 16:00
COALITION MEETING READOUT
FROM BUENOS AIRES (24 JULY 2019)

Mr. Sergio Pinto
Chair, Latin America Compliance Committee,
The Advanced Medical Technology Association
BEST PRACTICES SESSION ON “EXTERNAL STAKEHOLDER ENGAGEMENT ON THE CODE”
BY MEDICAL DEVICE ASSOCIATIONS

Ms. Diane Biagianti
Chief Responsibility Officer
Edwards Lifesciences
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** there 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.

http://klprinciples.apec.org
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!
PUBLIC-PRIVATE PERSPECTIVES ON ETHICAL COLLABORATION
FROM THE COMPTROLLER GENERAL OF THE UNION AND THE
HEALTH ETHICS INSTITUTE (BRAZIL)

Mr. Alexandre Krügner Constantino
Comptroller General of the Union

Mr. Carlos Gouvea, Etica Saude
SUMMARY OF CONCLUSIONS
PREVIEW OF PLENARY

BRING YOUR ID’S TO RECEPTION!

Mr. Andrew Blasi, Director
Crowell & Moring International