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** 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.

[http://klprinciples.apec.org](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!