

## 7<sup>th</sup> COALITION MEETING SUMMARY (29 & 30 JUNE 2020)

**Participants (15 of 19 Members):** CADIEM (Argentina), ABIIS (Brazil), IES (Brazil), ABIMED (Brazil), ABRAIDI (Brazil), CBDL (Brazil), MedTech Canada, ANDI (Colombia), ADIMECH (Chile), SCDM (Chile), ASEDIM (Ecuador), AMID (Mexico), AdvaMed (United States), ALDIMED (Regional), ALADDIV (Regional)

### 1<sup>st</sup> Session – 29 June 2020

The virtual Coalition meeting was initiated by welcome remarks from Ian Saunders, U.S. Deputy Assistant Secretary of Commerce for the Western Hemisphere in the International Trade Administration, U.S. Department of Commerce. Saunders congratulated the Coalition on its progress in completing nearly all of the objectives established in the first action plan and emphasized his team's continued support for the Coalition's work. This includes preparations for the 2021 Summit of the Americas.

Andrew Blasi and Sergio Pinto (Brazil) then provided a comprehensive readout from the 6<sup>th</sup> Coalition meeting in Santiago in September 2019 as well as an assessment on key achievements and expectations as we look ahead amidst the current environment of COVID-19. Nancy Travis of AdvaMed then facilitated a brief session that included a review of the action items from the Coalition's special webinar session on COVID-19. It was agreed the Coalition would conduct a **short survey** shortly after this meeting to confirm those areas of greatest need and focus amidst COVID-19, including the possibility of holding short webinars to assist Coalition members. AdvaMed also volunteered to offer expertise for those Coalition members who would like to collaborate on integrity in public procurement issues. Additional insights were provided by Carlos (Brazil), Gabriela (Chile), Stephan (Canada), Claudia (Mexico) on steps their respective associations are taking to reinforce integrity amidst COVID-19.

Carlos Gouvea of CBDL/IES updated Coalition members on initial preparations for the 1<sup>st</sup> Inter-American Health Ethics Summit in Brasilia in Spring 2021, which will also serve as the location for the first Inter-American Coalition Meeting next year. Carlos indicated close collaboration with the Brazilian Government to bring this event together and all Coalition members are encouraged to **identify those stakeholders from their economy they would like to have invited** to this convening opportunity. Lynn Costa of the U.S. Department of Commerce then updated Coalition members on initial preparations for the Summit of the Americas to be hosted by the United States in Fall 2021. She offered Coalition members **ongoing support** for their efforts to strengthen ethical business conduct.

Bruno Boldrin of ABRAIDI provided Coalition members with a comprehensive overview of the 2017-2020 Action Plan, including achievements made and sought outcomes that remain pending. Nearly all of the Coalition's original objectives were achieved. On behalf of the Executive Committee, Bruno then presented to Coalition members the new draft of the 2020-2023 Action Plan. The new Action Plan contains three primary outcomes and six additional outcomes, with a central focus on effective code implementation and fostering multi-stakeholder collaboration, particularly with governments across the region. It was also suggested the Coalition further prioritize the pursuit of an aligned code of ethics for the region and/or internationally for the industry. Coalition members provided minor comments on the draft and were asked to **submit timely final inputs by email in July 2020**.

## **2<sup>nd</sup> Session – 29 June 2020**

The second session of the Coalition's virtual meeting was commenced with detailed code of ethics updated by AdvaMed (United States) and AMID (Mexico). Both association's updated codes have come into effect in 2020. Ethan Gumpert of AdvaMed then provided a brief overview on the 2019 Coalition survey report and requested that all **Coalition members provide inputs by July 2020 on the next Coalition survey**. Members indicated the new survey ought to focus more precisely on code implementation elements, including effective code governance, code alignment with the Bogota Principles, member enterprise adherence, and external stakeholder engagement. MedTech Canada shared that one mechanism the association is using to measure effective code implementation includes the number of public and private RFPs include requirements that companies adhere to the association's code of ethics. Ethan Gumpert presented a detailed update on the development of AdvaMed's Global Distributor Center, to include a Distributor Toolkit in the first phase. Additional phases may include a Global Distributor Compliance Institute for training as well as a Global Distributor Database. Ethan indicated the Coalition would serve as a central partner in the launch and uptake of the toolkit. **Coalition member associations requested to receive further details on this initiative, including timeline, and additional guidance on incorporating the initiative into their integrity programs.**

## **3<sup>rd</sup> Session – 30 June 2020**

The Coalition initiated the third session of the virtual meeting with a special discussion roundtable with Roberto Di Michele and his team of the Inter-American Development Bank (IDB) Transparency and integrity Sector as well as Rodrigo Contreras and his team of the IDB Integration and Trade Sector. Roberto initiated the discussion by highlighting his team's recent publications (will be circulated) and broader work to support governments across the region strengthen transparency in procurement, particularly as it relates to COVID-19. Roberto then shifted topics to discuss his team's collaboration with the private sector through the Americas Business Dialogue (ABD). Roberto highlighted a Technical Cooperation (TC) program the IDB is initiating with CONFIEP in Peru on strengthening codes of ethics as one example where there may be synergies. Rodrigo then provided an overview of the ABD. **Coalition members that seek to become an ABD member can let the Coalition Technical Secretariat know and we will put you in touch with Rodrigo.** Rodrigo also indicated that the 2021 Summit of the Americas will serve as an opportunity to assess implementation of the 2018 ABD recommendations, factor in developments for the region since that time (including COVID-19), and reflecting emerging private sector updates. The Coalition has committed to expanding upon its collaboration with both IDB teams.

Marisol (ANDI), Claudia (AMID), and Nancy (AdvaMed) offered closing comments for the Coalition's Executive Committee. Key takeaways for the Coalition from this meeting include: (a) the Coalition should focus on code implementation, (b) there is value in pursuing government enablers to ethical business conduct, (c) the 2021 Summit of the Americas is a special opportunity for the Coalition, (d) the AdvaMed Distributor Compliance Toolkit will serve as a strong resource to advance the Coalition's work on strengthening ethical third party intermediary relationships, (e) fostering global linkages in the Coalition's work should grow as a priority, (f) heightened government engagement with the Coalition is key, (g) there is greater support for code harmonization internationally than in the past, (h) certification options should continued to be explored, and (i) building upon the Coalition's COVID-19 statement to build more effective communications strategies. The next meeting will occur virtually in Q4 2020.