



Buenos Aires, Argentina | 24 July 2019



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

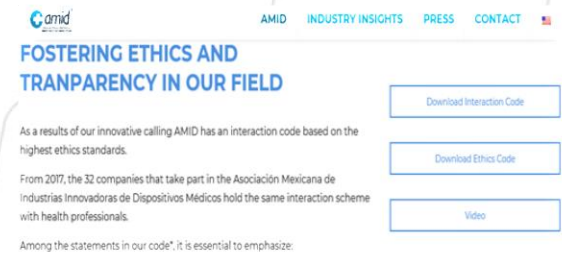
***All intermediaries must know the Codes content and follow it.**

The latest versions of these codes can be found at the **AMID's new website:**

<http://amid.org.mx/>

Main modifications to the Interactions Code with HCP's:

- 1.- Sponsorships must be through medical associations only .
- 2.- Sponsorships of events at the following destinations are forbidden: Mayan Rivera, Cancun, Acapulco, Cozumel, Los Cabos, Rivera Nayarit.
- 3.- For promotional items, and educational material, there are established prices.
- 4.- New standards for business meals.
- 5.- Tourist Class on flights for HCP's



amid AMID INDUSTRY INSIGHTS PRESS CONTACT

FOSTERING ETHICS AND TRANSPARENCY IN OUR FIELD

Download Interaction Code

Download Ethics Code

Video

As a result of our innovative calling AMID has an interaction code based on the highest ethics standards.

From 2017, the 32 companies that take part in the Asociación Mexicana de Industrias Innovadoras de Dispositivos Médicos hold the same interaction scheme with health professionals.

Among the statements in our code*, it is essential to emphasize:

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 from 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

Lopez Obrador Recognizes Deficiencies in Mexican Public Health System



AMLO gets rid of Seguro Popular and introduces Health Institute for Wellbeing

By Yucatan Times on July 17, 2019

SHARE    



Lopez Obrador says will shop abroad if necessary to fix medicine shortages



- First Year of new Administration (2018 - 2024)
- Unexpected changes to the strategies related to Health Care system in Mexico including Public Procurement Process.



- Alignment between the Codes of the Industries.
- Medical Associations have shown resistance to receive AMID's representatives.

CHALLENGES AND OPPORTUNITIES

14 February 2019

UNOPS AND MEXICO SIGN FRAMEWORK AGREEMENT TO HELP GOVERNMENT FIGHT CORRUPTION



The president tours hospitals in Michoacán on the weekend.

Health, insecurity worrisome issues for AMLO; ending corruption is 'easy'



- ✓ 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.

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"

Mr. Bruno Boldrin

Associação Brasileira de Importadores e
Distribuidores de Produtos para Saúde (ABRAIDI)



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 explore 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. AdvaMed 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 ALDIMED's members to develop the work plan.
3. Launch the Coalition at the AdvaMed-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.

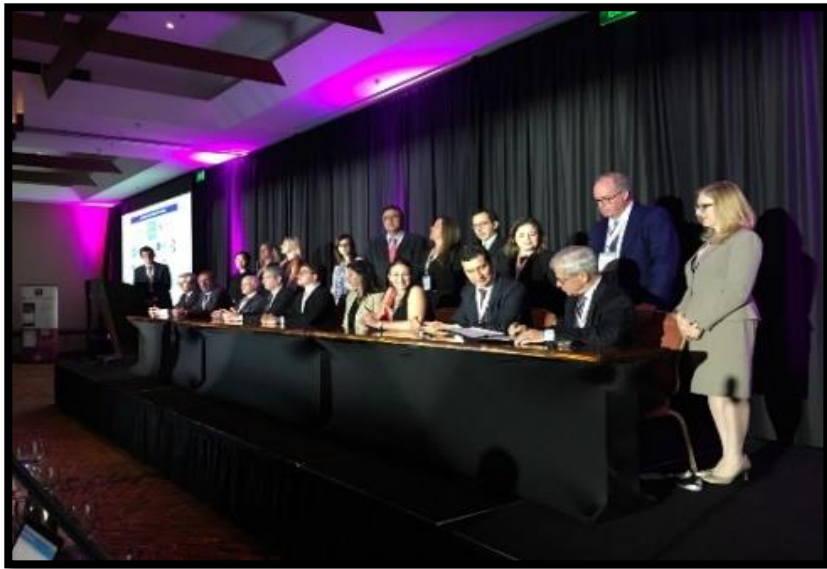
The recommendations of this Outcome Statement are the consensus views of participants from the following organizations:

- Associação Brasileira da Indústria de Alta Tecnologia de Produtos para Saúde (ABIMED) – Brazil
- Sociedad Científica de Dispositivos Médicos (SCDM) – Chile
- Cámara Dispositivos Médicos e Insumos para la Salud, Asociación Nacional de Empresarios de Colombia (ANDI) – Colombia
- La Asociación Mexicana de Industrias Innovadoras de Dispositivos Médicos (AMID) – Mexico
- Commission on Health Promotion, Cofepris – Mexico
- COMSALUD, Lima Chamber of Commerce (CCL) – Peru
- Dirección General de Medicamentos Insumos y Drogas (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)



VIII Summit of the Americas

LIMA · PERU · 2018



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



Mr. Sergio Alberto Pinto

HCC Regional Sector Lead Medical Devices Latin America
Johnson & Johnson



Ms. Gabriela Ignotti Pellegrino

Manager, Ethics and Compliance Latin America
Edwards Lifesciences



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



REVIEW COALITION MEMBER NOMINATIONS

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 / Coalition Member Queries

Concluding Summary and Action Items



MEETING BREAK 15 MINUTES



**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

