



*São Paulo, Brazil | 9 April 2018*



# WELCOME REMARKS & BRIEF PARTICIPANT INTRODUCTIONS

## Ms. Nancy Travis

Vice President, International Governance and Compliance  
The Advanced Medical Technology Association (AdvaMed)



## Ms. Diane Biagianti

Vice President & Chief Responsibility Officer  
Edwards Lifesciences



## Mr. Sergio Alberto Pinto

HCC Regional Sector Lead Medical Devices Latin America  
Johnson & Johnson



# 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 ALDIME's members to develop the work plan.
3. Launch the Coalition at the AdvaMed-ANDI LATAM Ethics & Compliance Conference 21 - 23 February 2017 in Bogotá, 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.

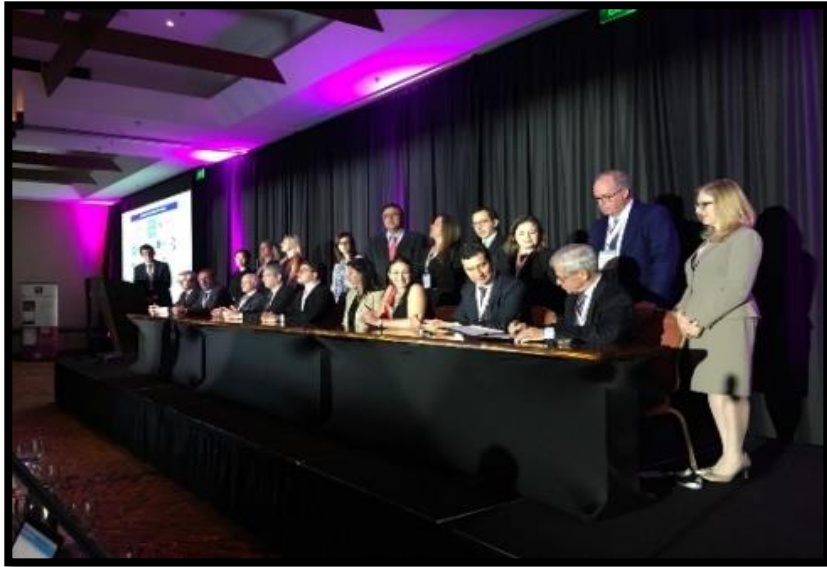
The recommendations of this Outcome Statement are the consensus views of participants from the following organizations:

- Associação Brasileira de 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)**



## BRIEF AGENDA ITEMS

# Nominations of New Coalition Member Associations

## ADIMECH (Chile) & APIS (Chile)

## Confirmation of Coalition “Logo”



# **2018 Report on Code of Ethics Implementation by Coalition Medical Technology Industry Associations**

## **REVIEW SUMMARY REPORT & DISCUSSION**



# **2018 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**



# BREAKOUT SESSION & REPORT OUT

## Developing Country Roadmaps

TEAM A	TEAM B	TEAM C
<ul style="list-style-type: none"><li>• Victoria</li><li>• Pascual</li><li>• Sebastian</li><li>• Jorge</li><li>• Tamara</li><li>• Nancy Travis</li></ul> <p><i>NOTE: If you do not see your name listed in one of these teams, please join the one you most prefer.</i></p>	<ul style="list-style-type: none"><li>• Jose M. Cerqueira</li><li>• Lillian Orofino</li><li>• Paulo Fraccaro</li><li>• Sergio Rocha</li><li>• Bruno Bezerra</li><li>• Adriana Fussima</li><li>• Carlos Goulart</li><li>• Carlos Gouvea</li><li>• Glaucio Pegurin</li><li>• Marlon Franco</li><li>• Cibeles Martins</li><li>• Sergio Pinto</li><li>• Diane Biagianti</li></ul>	<ul style="list-style-type: none"><li>• Marisol</li><li>• Cristina</li><li>• Steven</li><li>• John Baloy</li><li>• Andrew Blasi</li></ul>



# PROPOSED UPDATES TO COALITION ACTION PLAN TIMELINE

- Review Updated Timeline of Activities for Primary Outcomes / Assignment of Leads
- The Coalition's Primary Outcomes and Additional Outcomes to 2020
  - Adoption and implementation of codes of ethics by industry associations
  - Member enterprise implementation of association codes of ethics
  - National-level, multi-stakeholder partnerships
  - National-level, unified industry codes of ethics
  - Coalition mentors / experts
- Coalition Capacity-Building Workshop in 2018/2019
- Other Regional Activities?
- Coalition Website and Digital Resources – Should the Coalition launch this feature by 2019?



**MEETING BREAK**

# **MEETING BREAK 15 MINUTES**



# COALITION ENGAGEMENT WITH INTL ORGANIZATIONS / FORUMS



## VIII Summit of the Americas

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## Asia-Pacific Economic Cooperation



COALITION MEMBER MEDIA STATEMENTS FOR THE SUMMIT



# VIII Summit of the Americas

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# CONFIRMATION OF 2018-2019 COALITION MEETING SCHEDULE

## **Philadelphia, Pennsylvania (23-24 Sept 2018)**

The MedTech Conference

## **Buenos Aires, Argentina (Spring 2019)**

Americas Competitiveness Forum

## **Santiago, Chile (Fall 2019)**

2019 APEC Business Ethics for SMEs Forum

## **TBC – United States (Fall 2019)**

The MedTech Conference



## CLOSING SESSION / THOUGHTS

### **Ms. Marisol Sánchez**

Executive Director, Chamber of Medical Devices & Health Supplies  
Asociación Nacional de Empresarios de Colombia (ANDI)

### **Ms. Adriana Fussuma**

Compliance Director  
Abbott Laboratories / ABIMED (Brazil)

