

Business Ethics for APEC SMEs Initiative: Medical Device & Biopharmaceutical Sectors

Strategic Assessment of 2020 Commitments

For Presentation at the 5th APEC Business Ethics for SMEs Forum (20 July 2018)

INPUTS <i>Who Provides What</i>	ACTIVITIES <i>What We Do Together</i>	OUTPUTS <i>The Products of Our Work</i>	OUTCOMES <i>The Changes from these Products</i>	IMPACT <i>The Benefits from these Changes</i>		
<ul style="list-style-type: none"> Industry (SMEs): Commitment to engage directly with the initiative and local industry associations to strengthen their own capacity Industry (Large Enterprises): Commitment to engage directly with the initiative and local industry associations to strengthen their own capacity and to lend resources (expertise, financial, etc.) Industry (Associations): Commitment to engage directly with the initiative and their members to strengthen the capacity of enterprises within their economy and to lend resources (expertise, financial, etc.) Industry (Third Parties – Distributors, Marketers, etc.): Commitment to engage directly with the initiative and local industry associations to strengthen their own capacity Governments: Commitment to serve as partners and foster regulatory environments that facilitate ethical behavior as well as lend resources where appropriate (expertise, financial, etc.) Healthcare Professionals / Healthcare Providers: Commitment to engage directly with the initiative at all levels to build capacity, align practices, and lend resources (expertise, financial, etc.) Patients: Commitment to provide all stakeholders with routine inputs and to advocate for APEC Principles 	<ul style="list-style-type: none"> Setting Best Practices: Identify, align, and endorse the highest standard ethical business practices across all member economies. Capacity-Building: Facilitating the adoption and implementation of the highest standard ethical business practices by all industry and non-industry actors relevant to both sectors, coordinating opportunities between and within member economies. Monitoring and Evaluation: Setting indicators to quantify progress in code adoption and implementation across all member economies, monitoring to determine changes over time, and evaluation of the results. 	APEC Kuala Lumpur Principles & APEC Mexico City Principles / Model Industry Association Code of Ethics	Recognition and support to strengthen ethical business practices by APEC Leaders/Ministers	<ul style="list-style-type: none"> Economic: Strengthen growth and cross-border trade, competitiveness; reduce public waste and regulatory / enforcement burden. Business: Strengthen domestic and cross-border market access for SMEs, facilitate fair competition in the marketplace, improve productivity; reduce reputational risks and legal business costs. Social: Strengthen health system outcomes for patients, public confidence/trust in healthcare system, access to life saving and enhancing products, and innovation capabilities. Innovation: Strengthen stakeholder interactions and trust to expedite the discovery of new products and processes 		
		Mentor Team Networks (By Sector)	Annual APEC Business Ethics for SMEs Forum (2014-2020): Plenary and In-Person Workshops		APEC Biopharmaceutical and Medical Device Working Groups	Universal medical device and biopharmaceutical industry association code adoption by 2020
		Consensus Frameworks / Ethical Collaborations within each APEC economy, inclusive of industry, government, healthcare professionals, patients, and/or other relevant stakeholders	APEC Code of Ethics Compendiums		Business Ethics Capacity Building Fund [Concept Only]	Implementation of industry association codes by a majority of their member enterprises by 2017
		APEC Guidance for Ethical Third Party Intermediary Relationships (Medical Device Sector) / Implementation Roadmap ("Tokyo Statement") and Virtual Tools	APEC Code of Ethics Compendiums		Business Ethics Capacity Building Fund [Concept Only]	Regional alignment between industry association codes and healthcare professional association codes by 2020
		Annual Lighthouse Award	APEC Code of Ethics Compendiums		Business Ethics Capacity Building Fund [Concept Only]	Partnerships between APEC governments, industry and healthcare professional associations, and patient groups by 2020
		Annual Industry Association Survey and Progress Report + Pilot Enterprise-Level Surveys on Code Implementation	APEC Code of Ethics Compendiums		Business Ethics Capacity Building Fund [Concept Only]	Tokyo Statement Goals for Third Party Intermediary Relationships [To be finalized in July 2018]
		Patient Org. Toolkit to implement APEC Principles and Consensus Frameworks	Virtual Capacity-Building (Biopharm), Online Certification and Logo Program		Research/Report on Business, Economic, Social, & Innovation Case + Media Strategy on "Impact" + Assessment of public policies that could encourage unethical behavior	Virtual capacity-building and/or online certification completed by X individuals across Y organizations by 2020
		Sample of an aligned industry and HCP association code of ethics (Biopharm)	Guidance for industry associations on engaging non-member enterprises on the code of ethics		Quantitative and qualitative measurements that demonstrate the economic, business, social, and innovation case for high-standard ethical business practices (consider the cross-cultural context)	Quantitative and qualitative measurements that demonstrate the economic, business, social, and innovation case for high-standard ethical business practices (consider the cross-cultural context)
		Guidance for industry associations on engaging non-member enterprises on the code of ethics	Quantitative and qualitative measurements that demonstrate the economic, business, social, and innovation case for high-standard ethical business practices (consider the cross-cultural context)		Quantitative and qualitative measurements that demonstrate the economic, business, social, and innovation case for high-standard ethical business practices (consider the cross-cultural context)	Quantitative and qualitative measurements that demonstrate the economic, business, social, and innovation case for high-standard ethical business practices (consider the cross-cultural context)

OUTPUTS & OUTCOMES COLOR CODE: Green (Original) / Red (Nanjing Declaration) / Yellow (Added Post-2014) / Blue (Proposed)