



Medtech Canada's Principles of Collaborative Advocacy

Medtech Canada is the national association representing the medical technology industry in Canada. Our association advocates for achieving patient access to leading edge, innovative technology solutions that provide valuable outcomes.

Meaningfully engaging clinicians and patients to work together towards transforming Canada's health care system through innovation and technology is a key strategic imperative for the organization and has been approved by Medtech Canada's Board of Directors as part of the long-term strategic planning process. This document will provide guiding principles that set forth the rules of engagement for collaborative advocacy activity with stakeholders for the purpose of enabling the adoption of valuable medical technology solutions. We may at times need to capture the voice of people with a vested interest in improving access to innovative medical technologies to further strengthen Medtech Canada's efforts to influence policy change.

Principles of Collaborative Advocacy

These principles have been developed based upon the premise that there are a number of valuable medical technology treatment/solutions available in the marketplace that have been identified by a committee of Medtech Canada members as being underutilized in the Canadian health system, such that patients and the system are not realizing the potential benefits. Medtech Canada believes that a collaborative approach to advocating for a valuable treatment/solution undertaken with clinicians, patients and other relevant stakeholders is a viable strategy to achieve optimal adoption, as long as the interaction is undertaken in an ethical and transparent manner.

Objectives of Advocacy Activity

In the majority of cases the collaborative advocacy activity should be undertaken to eliminate or minimize barriers to scale and adoption of valuable technology solutions. Barriers to adoption include but are not limited to:

- System/hospital funding for solution
- Ensure that outcomes and workflow incentives are aligned.
- Required changes to care pathway would result in significant change management challenges or remuneration
- Red Tape (supply chain policies, regulations, etc.)

Required Attributes for Treatment/Solution Chosen

- Ensure the treatment is chosen due to the potential for it to achieve optimal patient outcomes, provide value for money and positively contribute to health system efficiency and/or sustainability
- Multiple members must provide treatments or solutions (cannot be an individual company)

The following basic principles shall always apply:

The benefit principle

The cooperation between the stakeholder(s) shall be based on the activities of health care and on the needs of patients and/or health care system and shall be clearly linked to medical technology solutions. It is recognized that the resulting outcome of collaborative advocacy is to enhance adoption of solutions that provide benefit to patient and/or system, whether or not the enhanced adoption may result in an increased market for Medtech Canada members and/or greater remuneration for clinicians.

The transparency principle

Cooperation between all stakeholder(s) shall be open and transparent and in accordance with these rules and with applicable laws, regulations, good business practice codes, the Medtech Canada Code of Conduct and ethical codes and policies.

The proportionality principle

Throughout cooperation between stakeholders and Medtech Canada, the obligations of each respective party shall be reasonable as seen in relation to the obligations of the other party. In addition, in the event of any potential remuneration, it shall be proportional, reasonable and shall correspond to the fair market value of the service provided.

The moderation principle

A meeting which is in any way sponsored or arranged by Medtech Canada shall be permeated by moderation and in accordance with the Medtech Canada Code of Conduct and other ethical considerations. The requirement for moderation means that any privilege that may be gained by either of the parties shall not appear as influencing the behavior of the recipient. Collaboration between stakeholders and Medtech Canada and its result does not constitute undue influence and may not jeopardize or be perceived as jeopardizing the independence of stakeholders.

The documentation principle

Meetings between Medtech Canada and stakeholders will be captured in meeting minutes and archived. Medtech Canada staff or designate will be present at meetings.

The competition principle

When Medtech Canada members (industry) are gathered or engaged in a collaborative effort, they are encouraged to raise issues that have broad industry or health system implications that are aimed at establishing a business and/or health system environment that supports optimal patient outcomes, health care system sustainability and a robust medical technology industry. However, Medtech Canada member participants will at no time engage in discussion or activities that might serve to lessen competition and provide a possible basis of agreement among its industry members, such as prices, price adjustments, customer segmentation, markets or the sharing of confidential competitive proprietary information.