



2017 APEC Business Ethics for SMEs Forum

Hà Nội, Việt Nam | September 7–8, 2017

BREAKOUT SESSION TWO (COURSE A) Advancing Code of Ethics Implementation - External Considerations -

When your organization adopts and implements the APEC Mexico Principles into your association as a Code of Ethics, it is a very important to collaborate internally as well as with external stakeholders: governments, healthcare professionals, non-government organizations (in particular patient organizations), outside medical device & biopharmaceutical industry entities, etc.

We will break up this session into three components:

1. A short presentation;
2. Small group discussion to identify relevant external stakeholders, the opportunities and challenges associated and discuss goals for future engagements; and
3. Presentation of each group on particular best practices and challenges raised at each table.



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Part 2 – Group Discussion

Work Sheet

Please fill in the table identifying the relevant external stakeholders to your organization, status of engagement (already engaged or not), challenges, goals and action plan over the next 12 months.

External Stakeholder	Status of Outreach / Engagement (YES/NO) <i>If Yes, please specify method of engagement in bullet point</i>	Challenges	Goals	Action Plan



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Best Practice Checklist (for reference)

DOCUMENTATION & PROCEDURE

- Do you have written documents in place that outline the APEC Mexico City Principles and are these available in the local language?
 - Do these documents highlight how the APEC Mexico City Principles and the association's goals are aligned?
 - Are these documents written in clear and concise languages that can be easily understood by both internal and external stakeholders at all levels of the organization?
 - Do these documents include a decision tree or similar mechanism (e.g. case study) to guide readers when faced with execution related enquiries?

- Do you inform your members of these written documents regularly, for e.g. in the following way:
 - Association Newsletters
 - Code Training Refreshers
 - Induction Training for new members
 - Association websites or noticeboards
 - Others?

- Do you reach out to the external community to increase awareness of the APEC Mexico City Principles, for example in the following way:
 - Invitation to trainings or discussion sessions
 - Circulate brochures to non-members
 - Others?

TRAINING & COMMUNICATIONS

- Do you provide guidance to your trainers on how and what to use in their training and communications?
- Do your activities encourage participation and feedback from external stakeholders?
- Do your training and communications materials highlight the alignment of the APEC Mexico City Principles with the respective goals of your external stakeholders?
- Do you provide access to resources such as hotline or website to your external stakeholders?
- Do you have a training calendar/schedule that you communicate to your external stakeholders so that they can their availability to attend?