

# APEC Business Ethics Initiative & Opportunities for Mexico

*Russell Williams, Vice President, Canadian Diabetes Association  
Patient Co-Chair, APEC Biopharmaceutical Working Group on Ethics  
Co-Chair, Expert Working Group, APEC Mexico City Principles*

*La III Semana de la Innovación en Salud  
Mexico City, Mexico | 29-30 March 2017*

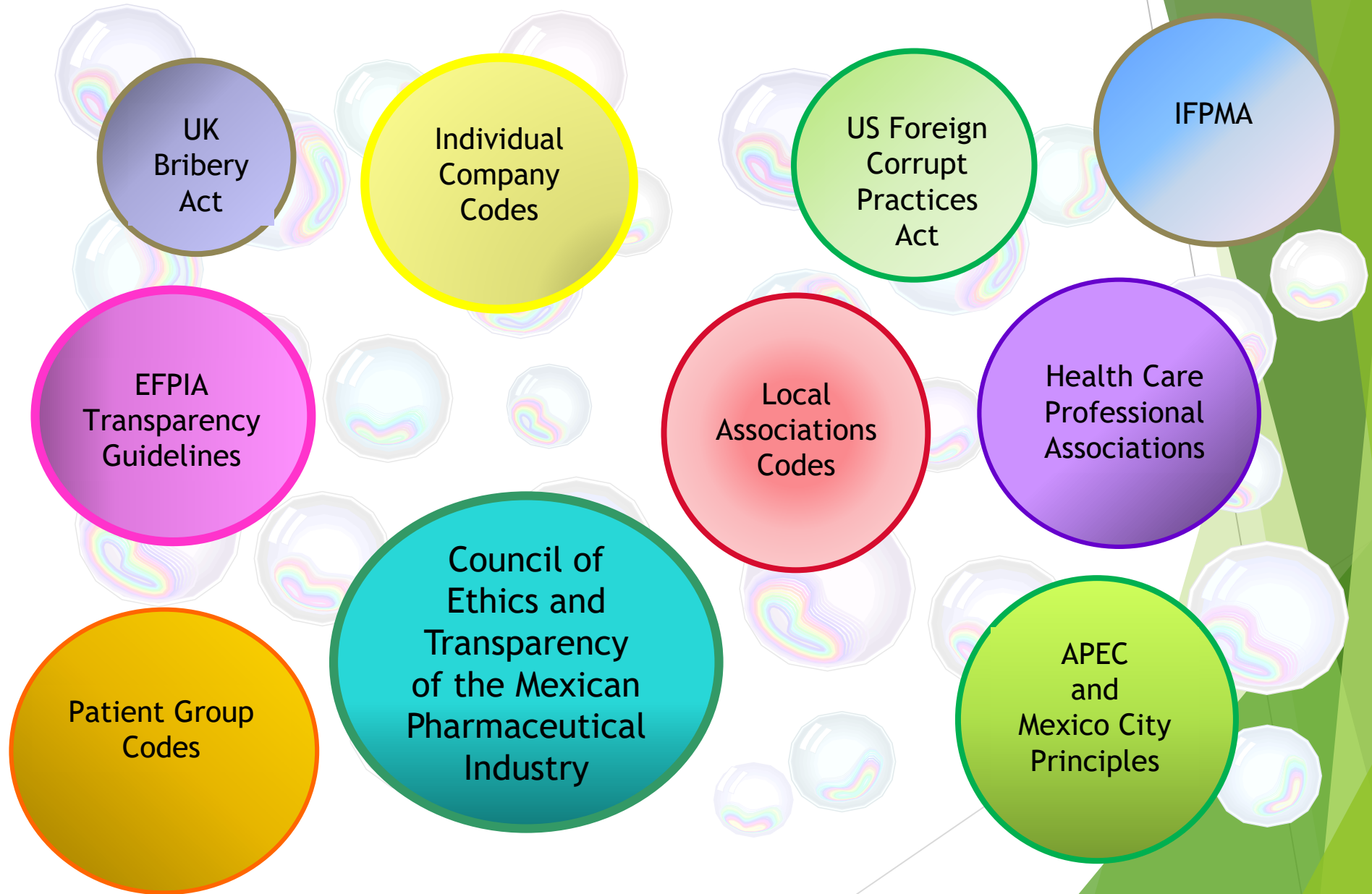


# Trust and Transparency

Trust  
Credibility  
Relationship  
Communication  
Transparency  
Openness  
Listening  
Honesty  
Ethical  
Leadership  
Integrity  
Partnership  
Respect



# Forces in the Universe







**Asia-Pacific  
Economic Cooperation**

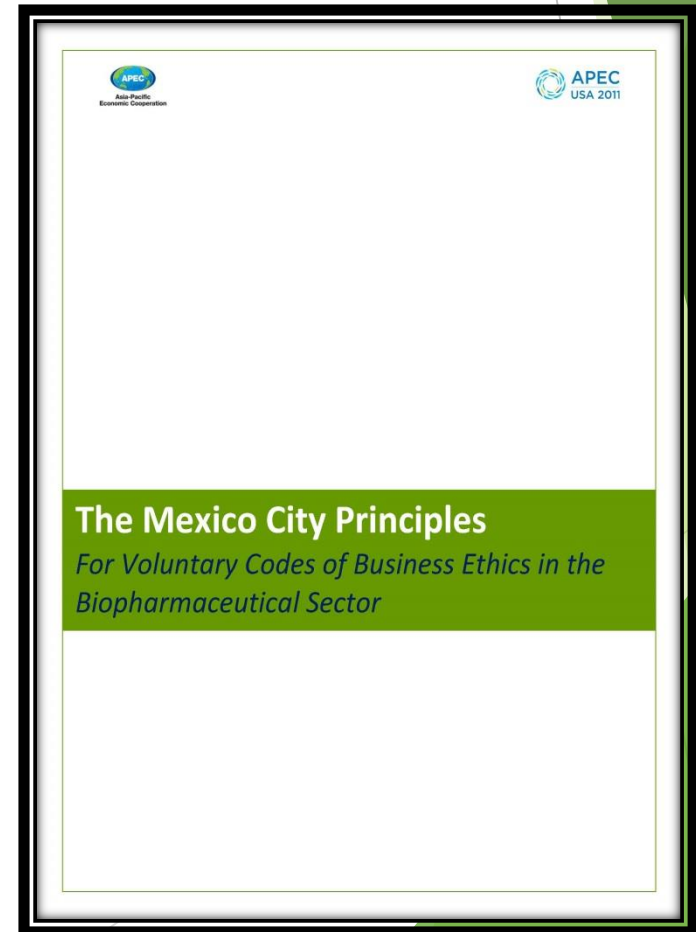
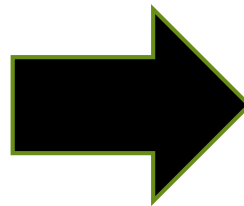
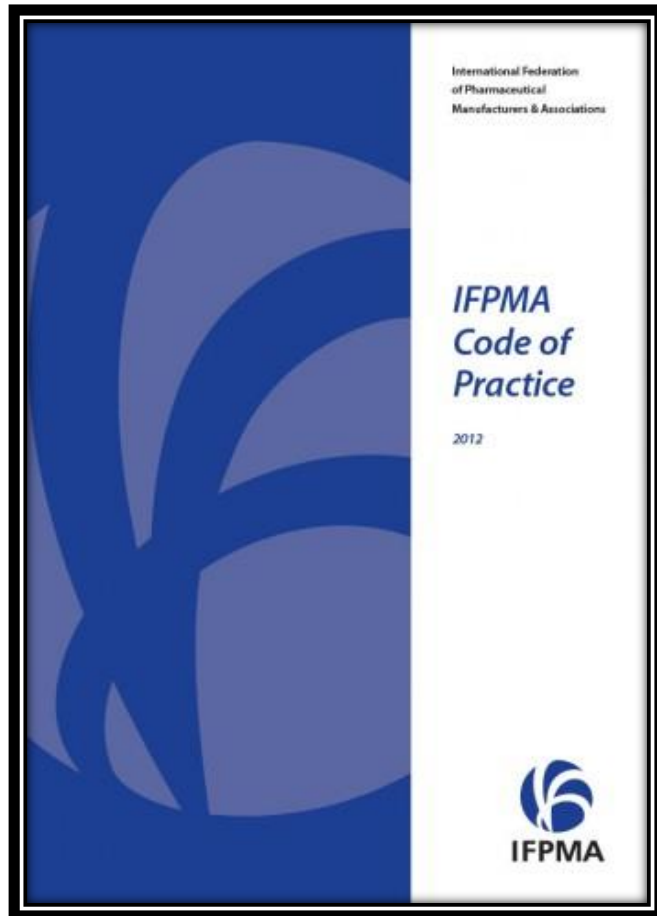
## **Business Ethics for APEC SMEs** Biopharmaceutical Sector

### APEC in the World



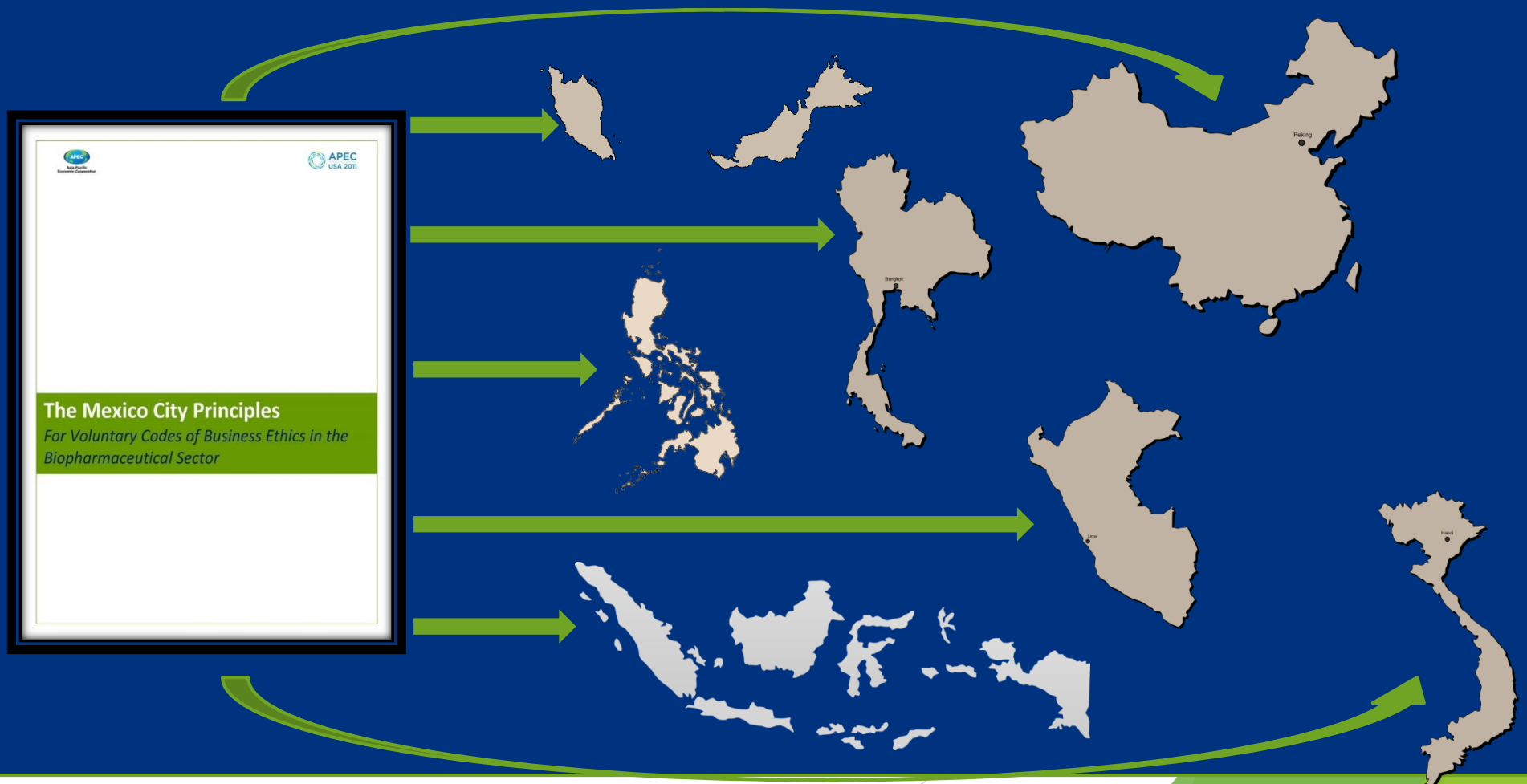


# THE APEC MEXICO CITY PRINCIPLES





# THE APEC MEXICO CITY PRINCIPLES





# **APEC INITIATIVE GOALS**

- 1. Universal Industry Association Codes by 2020**
- 2. Majority Member Company Adherence by 2018**
- 3. Consensus Frameworks in all Economies by 2020**
- 4. APEC Business Ethics Forum (2014-2020)**



## 2016 / 2017 UPDATE AREAS

- **2016 APEC Business Ethics Forum (Lima, Peru)**
- **Industry Assn Code of Ethics Implementation**
- **Consensus Frameworks**
- **2017 APEC Business Ethics Work Program**



# 2016 APEC Business Ethics Forum (Lima, Peru)

1. Largest APEC ethics program to-date:  
300+ delegates / 200+ organizations / 23 countries
2. Capacity-building workshop + plenary dialogue
3. Launch of strategic deliverables (report and frameworks)







Lima Forum



Industry Code  
Implementation

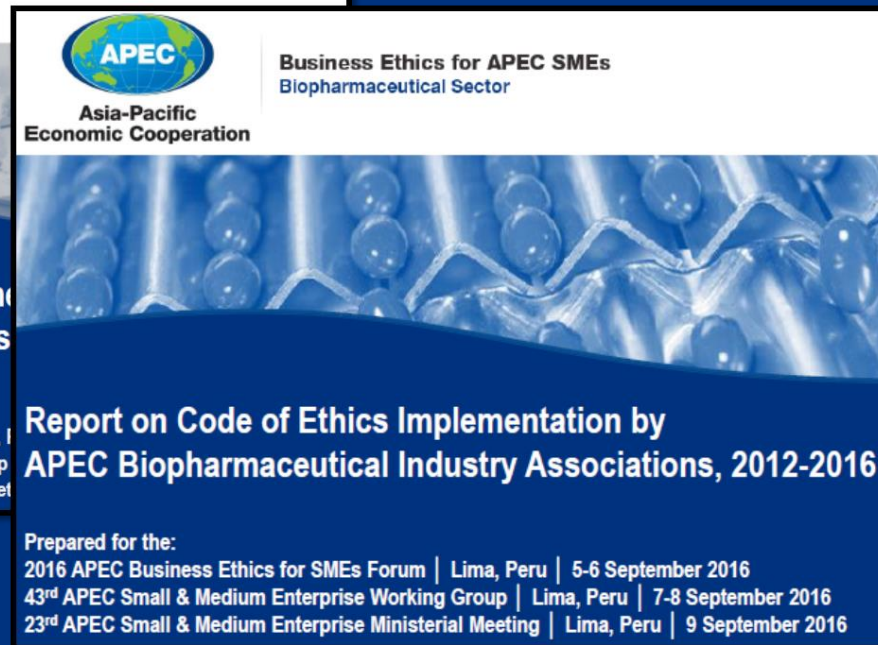


Consensus  
Frameworks



2017 Work  
Program





**Review full report at**  
**[www.mcprinciples.org](http://www.mcprinciples.org)**

Lima Forum



Industry Code  
Implementation



Consensus  
Frameworks



2017 Work  
Program



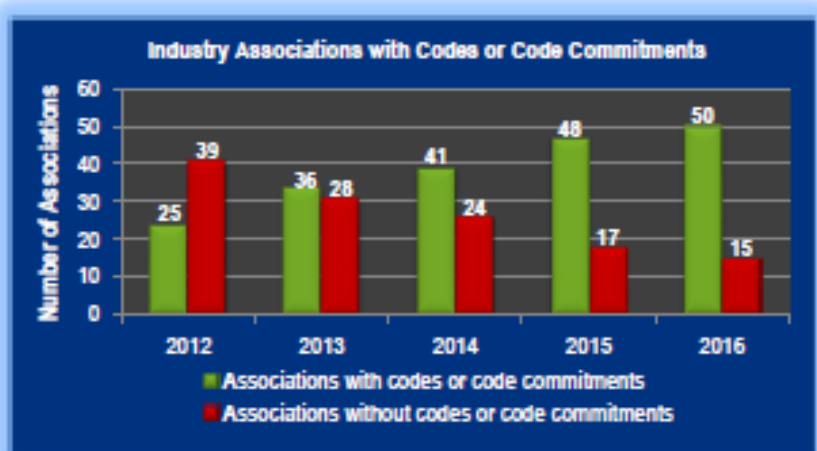


Asia-Pacific  
Economic Cooperation

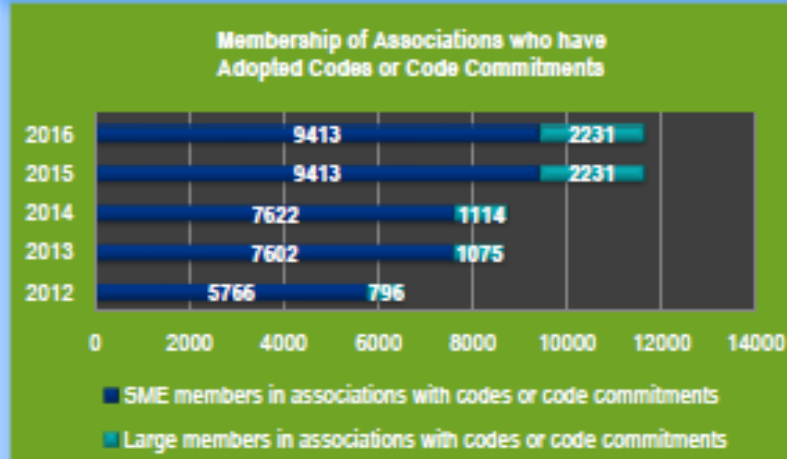
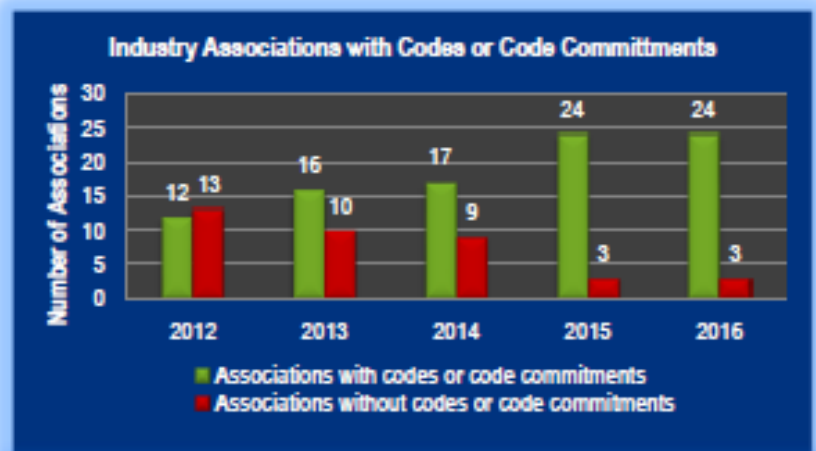
## Business Ethics for APEC SMEs Biopharmaceutical Sector

# INDUSTRY CODE ADOPTION AND IMPLEMENTATION

## BIOPHARMACEUTICAL



## MEDICAL DEVICE





# Key takeaways on association code adoption

1. Rapid progress of new codes is naturally slowing, as there are fewer associations left without a code
2. Some associations are still reluctant or face other barriers to code adoption
3. At least 15 biopharmaceutical associations in the APEC region remain without a code or commitment





# The “big three” in assessing Industry association code implementation

1. Association Governance of Code of Ethics
2. Alignment of Code with APEC Mexico City Principles
3. Member Company Adherence





# APEC NANJING DECLARATION

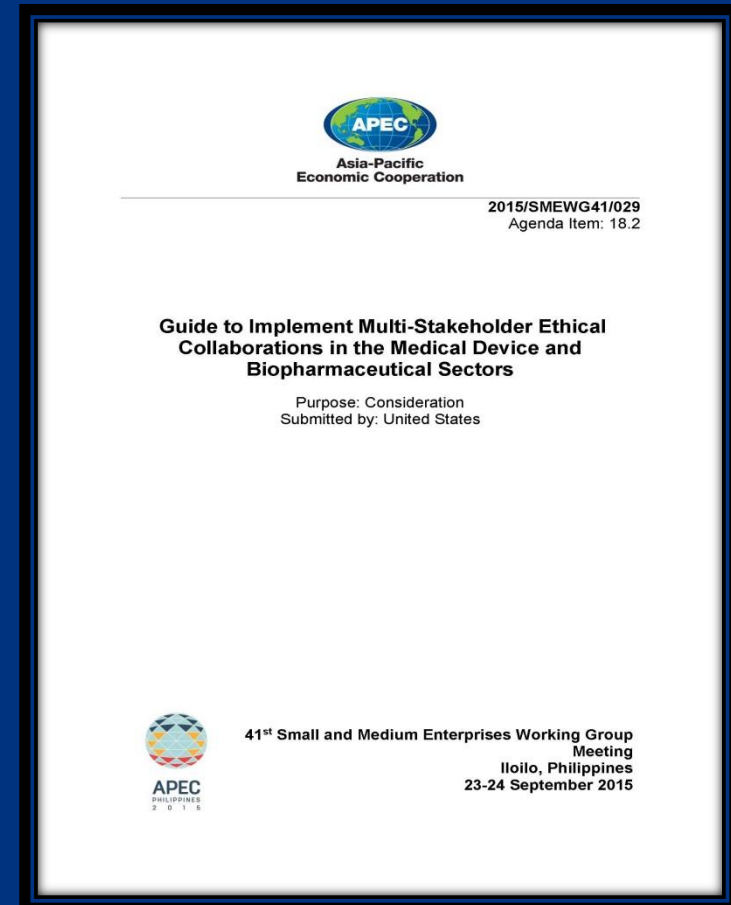
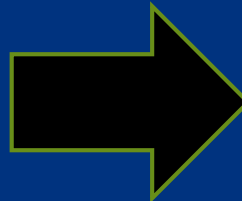
## 2020 GOALS

1. Universal industry association codes of ethics
2. Implementation of industry association codes by a majority of their member companies
3. Consensus Frameworks for Multi-Stakeholder Ethical Collaboration in every APEC economy





## Business Ethics for APEC SMEs Biopharmaceutical Sector



Lima Forum



Industry Code  
Implementation



Consensus  
Frameworks



2017 Work  
Program



# CANADIAN CONSENSUS FRAMEWORK FOR ETHICAL COLLABORATION







Asia-Pacific  
Economic Cooperation

## Business Ethics for APEC SMEs Biopharmaceutical Sector

# EL MARCO CONSENSUADO PERUANO PARA LA COLABORACIÓN ÉTICA MULTISECTORIAL EN LOS SECTORES FARMACÉUTICO Y DE DISPOSITIVOS MÉDICOS

# PERUVIAN CONSENSUS FRAMEWORK FOR MULTI-STAKEHOLDER ETHICAL COLLABORATION IN THE PHARMACEUTICAL AND MEDICAL DEVICE SECTORS



2016





## 2016 APEC Ministerial Meeting Joint Statement

18 November 2016 | Lima, Peru

*“We welcome the outcomes of the third APEC Business Ethics for SMEs Forum, notably the launch of the ethical business frameworks bringing together diverse stakeholders in a new model to eliminate unethical business practices across healthcare systems. We reaffirm the commitment by APEC economies to enhance work with third party intermediaries.”* **Recognized each year by APEC Ministers since 2012.**





## 2016 APEC Economic Leaders' Declaration

20 November 2016 | Lima, Peru

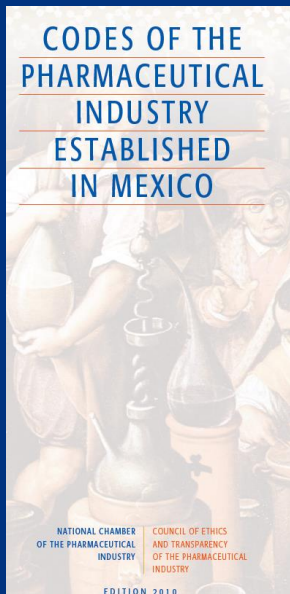
*“Strengthening of MSMEs will imply concrete progress in...strengthening ethical business practices to support [their] growth and cross border trade...”*

*Third recognition by heads of state since 2012. Remains the only platform with direct issue connect to national leaders.*

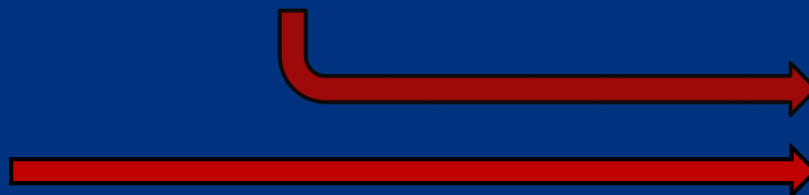




# MEXICAN CONSENSUS FRAMEWORK BY 2018



**AGREEMENT FOR TRANSPARENCY IN THE RELATIONSHIP  
BETWEEN PHYSICIANS AND HEALTH CARE INSTITUTIONS  
WITH THE PHARMACEUTICAL INDUSTRY**



- Industry Associations and Enterprises (all segments)
- Health Care Professional Organizations
- Patient Organizations
- Government Agencies
- Hospitals / Research Institutes
- Pharmacy Organizations
- Other Health System Groups

Lima Forum



Industry Code  
Implementation



Consensus  
Frameworks



2017 Work  
Program



# Adapting to the Environment

- ▶ Adapting and co-creating principles vs just finding common ground
- ▶ Finding the right people to sit around the table
- ▶ Take the initiative



# Patients living longer and healthier

What do we have in **common** and where can we **mutually benefit** from our **collaboration** to achieve the **best health outcomes for patients?**





## 2017 APEC Work Program Preview

- 1. 2017 APEC Business Ethics Forum, Hanoi, Viet Nam (7-8 September)***
  - Capacity-Building Training + Strategic Dialogue among Principals*
- 2. 2017 APEC Monitoring Survey & Report + APEC Pilot Association-Level Survey of Member Companies on Implementation***
- 3. New Consensus Framework Launches***
- 4. Work Plan Formation for Existing Consensus Frameworks***
- 5. Preparations for 2018 APEC Business Ethics Forum***
- 6. Expansion / Auxiliary Work Program (In-Market Dialogues / Virtual)***





**Thank You**  
**Gracias**