

MTANZ Strategic Plan Review February 2020

MISSION

Increase national awareness of the medical technology industry and the value it offers to people requiring medical treatment, the economy and society

MEMBERSHIP ENGAGEMENT

ADVOCACY

MARKET ACCESS
Procurement

MARKET ACCESS
Regulations

ETHICS & SOCIAL RESPONSIBILITY

MTANZ STRATEGIC THEMES 2020

ADVOCACY

Focus area: *advocating the value of medical technology innovations to New Zealanders and highlighting innovations that improve patient outcomes*

Objective – Influence the healthcare sector to support innovation and allow New Zealanders to access best-in-class technology to improve patient outcomes

- 1 Promote the value of medical technology and the need to invest in innovative solutions that will deliver healthcare efficiencies
- 2 Play an active part in shaping the future of the New Zealand healthcare landscape that will support cost effective and innovative medical technology.
- 3 Raise awareness of the vital contribution New Zealand suppliers and manufacturers provide the economy and community

MARKET ACCESS

Focus area: *Developing and protecting a commercial environment that enables the viability and growth of the New Zealand medical technology sector*

Procurement

Objective – Lobby and advocate for value-based procurement principles that deliver a fair and transparent process that measures the impact on patients' expectations and outcomes

- 1 Promote value-based procurement vs cost-based procurement as a means of delivering value from investment in healthcare
- 2 Deliver clear industry messages that promote best practice health technology assessment.
- 3 Promote importance of clinical choice in procurement to ensure options for individual patient optimal outcomes
- 4 Challenge proposed procurement processes and offer solutions that are appropriate for medical technology.

Regulations

Objective – Influence New Zealand's regulatory processes and advocate for an environment that is efficient, affordable, independent, based on recognised best practice international standards.

- 1 Actively engage in the consultation process and keep members and stakeholders fully informed
- 2 Ensure New Zealand regulations are consistent with international standards and supports global harmonisation of therapeutic regulations.

- 3 Minimise compliance cost to suppliers and manufacturers of any new regulatory scheme.
- 4 Monitor and communicate changes to international regulations that will impact the New Zealand market.

MEMBERSHIP ENGAGEMENT

Focus area: *Continuing to add value for members*

Objective – To provide members with a platform to learn about, engage in and advocate for the unique benefits of a robust medical device industry.

- 1 Continue to facilitate a financially successful HealthTech Week Conference (HTW) with a high level of engagement by members and stakeholders.
- 2 Drive and measure membership engagement in MTANZ activities
- 3 Distribute information and promote industry sector through multiple channels
- 4 Support and promote diversity within the sector

ETHICS & SOCIAL RESPONSIBILITY

Focus area: *Promoting adherence to do the right thing*

Objective – To provide leadership and education for all medical technology companies to comply fully with ethical business practices

- 1 Promote compliance with MTANZ Code of Practice with open channels for reporting non-compliant behaviour
- 2 Review of current MTANZ Code of Practice to ensure alignment and harmonisation with updated International Codes
- 3 Monitor and communicate evolving trends for sustainable business practices