

# MISSION STATEMENT



To increase awareness of the value of the medical technology industry and the benefits it offers the community and the economy

**MARKET ACCESS**  
*Procurement*



**MARKET ACCESS**  
*Regulations*



**MEMBERSHIP  
ENGAGEMENT**



**INNOVATION**



**ETHICS**

## **MARKET ACCESS: Procurement**

**Focus area:** Supporting and protecting a purchasing environment that integrates clinical, and financial objectives that address importer and exporter concerns.

**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.

## **MARKET ACCESS: Regulations**

**Focus area:** consistency in compliance throughout the New Zealand market and clarity around commercial obligations, opportunities and compliance costs.

**Objective:** Develop and maintain input into New Zealand's regulatory processes and advocate for an environment that is efficient, affordable, independent, based on recognised best practice international standards and which applies compliance measures seamlessly across the industry.

## **MEMBER 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.

## **INNOVATION**

**Focus area:** emphasising the value of the most advanced, treatment appropriate and successful medical technology innovations to New Zealanders.

**Objective:** Enhance the medical technology environment to support innovation and allow New Zealanders to access best-in-class technology to achieve value-based healthcare.

## **ETHICS**

**Focus area:** promoting adherence to do the right thing.

**Objective:** To provide leadership and education for all medical technology companies to comply fully with the MTANZ Code of Practice when interacting with healthcare professionals.



**medical technology**  
ASSOCIATION OF NEW ZEALAND