



**Comments of the Advanced Medical Technology Association
On the World Health Organization's Draft Global Strategy and Plan of Action
Of the Intergovernmental Working Group on
Public Health, Innovation and Intellectual Property
September 2007**

The Advanced Medical Technology Association (AdvaMed) welcomes the opportunity to offer its views on the July 2007 WHO Draft global strategy and plan of action. The World Health Organization (WHO) Intergovernmental Working Group on Public Health, Innovation and Intellectual Property (IGWG) is to be commended for undertaking such an important task.

As the world's leading association representing medical device manufacturers, we are pleased to share our unique experience, knowledge and perspectives critical to ensuring worldwide access to the most advanced medical technologies.

AdvaMed fully supports the advancement of effective policies that promote the development of human resource capacities for health innovation in developing countries. The strengthening of product regulatory capacities and appropriate training and retention of researchers and health professionals is vital to the progress towards sustainable health care systems – without which, there can be no real health innovation in these developing countries.

The development and strengthening of regulatory and intellectual property procedures, standards and enforcement capacities are essential to ensuring the safety and efficacy of health innovations, and continued investment in promising new technologies of benefit to patients worldwide. Innovation brings with it responsibility for consumers and patients. Without the development of a proper framework for such enforcement the chances for product counterfeiting and erosion of consumer and investor confidence are very high.

Public-Private partnerships could be very useful in synergizing resources and in the training of developing country government officials in regulatory and intellectual property systems development as well as enforcement practices. AdvaMed, as many health technology associations, often works with government officials in developing countries on many issues, including assisting in regulatory and intellectual property training. In order to achieve the mandate of the IGWG, better and stronger use of public-private partnerships should be encouraged.

Medical device development is defined by rapid innovation, which means our products have shortened product life cycles, usually 18 months. This heightens the necessity of an innovation center to have a strong and predictable patent system. Rapid innovation is one of many differences between the development of medical devices and that of pharmaceuticals. These differences need to be better understood by WHO IGWG, especially as the global strategy and plan of action proceed. As there is currently no medical device association/stakeholder in the IGWG. AdvaMed would like to represent the medical technology sector on the WHO IGWG to fill this knowledge gap.

AdvaMed member companies produce the medical devices, diagnostic products and health information systems that are transforming health care. Our members produce nearly 90 percent of the health care technology purchased annually in the United States and more than 50 percent purchased annually around the world. AdvaMed members range from the largest to the smallest medical technology innovators and companies.



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