



ADVANCING INNOVATION RESPONSIBLY

Who we are and what we do



SAMED

south african medical technology industry association

advancing **innovation** responsibly

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1. SAMED – One voice for the South African Medical Technology Industry

The South African Medical Technology Industry Association was founded in 1985 and is the voice of the South African medical technology and in-vitro diagnostics industry.

SAMED is committed to ensuring a sustainable medical technology industry that enhances patient access to innovative solutions. We give our members a collective, objective and credible platform to engage with all stakeholders.

SAMED has grown considerably over the last few years. Our members are companies - local and multinational - who are involved in the manufacture, import, selling, marketing and distribution of medical technologies in South Africa.

SAMED membership comprises ordinary, association and associate members. Our ordinary members include: multinationals, distributors, wholesalers and local manufacturers of medical devices, medical equipment and IVD's (collectively known as medical technologies).

Association members include: The South African Laboratory and Diagnostic Association (SALDA), The Medical Imaging Systems Association (MISA) and MDMSA (Medical Device Manufacturers of South Africa).

Associate members include: consultants, training providers and logistic companies operating in the medical technology industry.

The industry we represent employs more than 4000 people and encompasses more than 300,000 different Medical Technology used in the diagnosis, prevention, treatment and amelioration of disease and disability. These range from sticking plasters and wheel chairs through to pacemakers and replacement joints.

2. SAMED Objectives

2.1 Promoting a balanced harmonised policy environment

SAMED engages with policymakers, regulators, politicians, doctor societies, funders and international organisations to develop and propose patient-centred policies that enable people to live healthy and productive lives and provide solutions that significantly drive the productivity and efficiency of healthcare systems. Our organization presses for harmonisation of standards and regulatory requirements in the sphere of medical technology manufacture and supply. To this end we are a member of two international organisations - The Asian Harmonisation Working Party and the Global Medical Technology Alliance.

2.2 Demonstrating the value of innovation and Medical Technology

SAMED aims to promote and market the value of innovation and the Medical Device industry. Each year SAMED organises an annual conference to discuss and engage with stakeholders on common topics of interest.

2.3 Providing membership services



SAMED comprises various committees dealing with a wide range of issues including regulatory, government procurement processes, reimbursement, transformation, ethics, congresses and health policy. We regularly organise meetings and events that enable members to determine and shape industry positions on key issues, and we offer training and workshops on subjects such as BBEE, regulatory requirements, quality management systems, and reimbursement. SAMED also subscribes to the government gazette and tender bulletin collecting and providing members with privileged and reliable data on a wide variety of issues thereby enabling them to make informed business decisions.

2.4 Promoting ethical principles and practices

SAMED promotes and encourages among members ethical principles and practices, and to this end has published a Medical Device Code of Ethical Business and Marketing Practice. This code is binding on all members.

3. SAMED Membership Benefits

Upon membership, Medical Technology companies automatically become part of a larger organisation that has the expertise and commitment to advocate for and protect the rights of its members. SAMED's strategy is well documented and its resources, including board members and committee members, understand the challenges presented by the industry and the environment.

SAMED members enjoy the following benefits:

- Regular, industry-related information gathered from many local and international sources, in both the government and the private sector,
- Guidance and support on the quality, licencing and regulatory requirements for medical technologies, both abroad and locally,
- Information regarding the reimbursement of medical technologies,
- Product and tender enquiries (local and overseas) and invitations to join outbound trade delegations,
- Access to remuneration news, benefits changes and policy trends in the market.

4. Board Members

SAMED's board members includes a broad selection of industry leaders. Board members regularly convene in the interests of the industry, with a key focus on building the credibility of the sector for all members and stakeholders.

5. SAMED Committees / Forums / Initiatives

SAMED members are encouraged to participate in the various committees / forums.

5.1 Code Committee

This committee aims to ensure that SAMED members are aware of and embrace the Medical Device Code of Ethical Business and Marketing Practice.



5.2 Market Access Committee

This committee focuses on influencing the reimbursement and Health Technology Assessment (HTA) of Medical Technology in both the private and public sectors. This committee also aims to partner with Government, to overcome shortcomings in the supply chain management (tender) system, report contraventions, and assist with outstanding payments.

5.3 NHI Committee

This committee keeps abreast of NHI developments, including informing policy development.

5.4 Orthopaedic Suppliers Committee

This committee is specifically involved in Elective Orthopaedics, Trauma and Spine, working closely with the Orthopaedic association SAOA. The Committee has ongoing engagement with the South African Orthopaedic Association (SAOA).

5.5 Regulatory Committee

This committee aims to foster the creation of an effective harmonised legislative environment for the Medical Technology industry. The committee hosts regular Regulatory forums for members assisting them in the licencing process and implementation of regulations. The forum also keeps members abreast of Medical Device and IVD regulatory requirements of different countries on the African continent.

5.6 Transformation Committee

SAMED is committed to transformation and believes we can drive meaningful and sustainable change as an industry body. We support transformation as an economic imperative and aim to be recognized as a benchmark of transformation. This committee strives to create an eco-system that gives our members all the tools to enable them to transform their companies.

5.7 Medical Imaging South Africa Committee (MISA)

A key objective of this committee is to promote the interests of the South African medical imaging industry. MISA committee members operate in a highly regulated environment, where the Radiation Control board, as empowered by the Hazardous Substances Act, governs MISA members and their products. Regular interaction with their regulator is key to their strategic objectives. MISA works closely with CEASA – the Clinical Engineering Association of South Africa.

6. SAMED'S Association Members

SAMED has a number of associations that are currently members of our organisation:

6.1 Medical Device Manufacturers Association of South Africa (MDMSA)

This association aims to support the growth and sustainability of a local Medical Device manufacturing industry. The Department of Trade, Industry and Competition (the dtic) has a dedicated unit aimed at growing the industry. MDMSA has been instrumental in creating a



strong partnership with the dtic, towards continuous engagement on how to expand and grow the local Medical Technology manufacturing industry within and outside of the country.

6.2 The Southern African Laboratory Diagnostics Association (SALDA)

The Southern African Laboratory Diagnostics Association is a voluntary organization governed by a Constitution and has as its members, companies that manufacture and sell IVDs.

7. Company Representatives in Clinical Environment (CRICE)

CRICE is a SAMED e-learning initiative presented by Masoom Training Services, see www.crice.co.za. There are two versions of the CRICE training programme as follows and all company representatives who enter the clinical environment and work in the presence of a patient, should complete either of the training programmes mentioned above depending on whether they enter the theatre setting or other areas of the clinical environment such as wards, ICU, Cath labs etc.

- CRICE Including Theatre Setting: for Company Representatives (CRs) who enter theatre setting and are thus expected to be familiar with surgical hand scrubbing, gowning and gloving procedures
- CRICE Excluding Theatre Setting: for CRs who enter the clinical environment but who do not enter theatre and therefore this version excludes gowning, scrubbing and gloving procedures

8. SAMED Communication

- 'SAMED: In the News' provides members with up to date information on Government tenders, legislation, SAMED events, business opportunities, industry developments and possible impact for your business
- 'News Roundup' provides members with industry updates and news across the globe and locally
- SAMED also produces an annual report, member newsletters and stakeholder newsletters

9. How Can SAMED Benefit You?

SAMED is the entrenched voice for the medical technology industry within South Africa, thus giving your company a platform to be heard.

The best way for a company to find value as a SAMED member is by:

- joining the SAMED committees so as to address issues that affect our industry and your business;
- attending the many workshops, conferences and member meetings, your business and employees are constantly developing their skills and foreseeing challenges that would better equip them to move your business forward; and



- sharing your successes and challenges with us, to ensure that these are addressed at a Board or committee level.

10. SAMED Contact Details

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