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# SAMED transformation strategy and framework: driving member transformation

2021

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# SAMED Vision & Priority Elements

# SAMED Vision & Mission

**VISION:** A sustainable, ethical and transformed medical technology industry that advances patient care through medtech

**MISSION:** SAMED is committed to enabling this vision and providing members with a collective, objective and credible platform for engagement with all stakeholders

### Create an effective, efficient and harmonised regulatory environment

- Promote the benefits and assist with the implementation of internationally harmonized practices
  - Create and drive a forum for proactive engagement on policy (regulations and guidelines) with all relevant stakeholders (DOH, DTI, SAHPRA)
1. Create a data base of international best practice
  2. Establishment of a medtech forum with the regulator that meets at least 4 times annually
  3. Host a RT discussion with DOH, DTI, SAHPRA, SABS, SANAS and international experts

### Drive efforts to improve patient access to and reimbursement of medical technology in public and private sectors

- Provide a coordinated response to NHI rollout that ensures industry sustainability
  - Build industry knowledge & capacity on HTA
  - Strengthen public sector procurement practices
1. NHI committee established; submits written and verbal responses as required
  2. Engage with DDG to present global practices on procurement and reimbursement of MD/IVD
  3. HTA committee established and hosts at least 2 member skills workshops
  4. Public procurement improvement initiatives

### Raise SAMED's (internal & external) profile through improved stakeholder engagement & communication

- Create and implement a strategic comms plan for SAMED
1. Appoint a comms expert as service provider/board member
  2. Finalise a comprehensive stakeholder map/database)
  3. Ensure at least 1 engagement with each person/organisation within the next year
  4. Review multi-media communications with members to highlight benefits and activities

### Optimise organisational structure and operations to improve efficiency

- Capacitate the office appropriately
  - Optimise processes & procedures for office, committees & board
1. Map associations needs; develop an organisational structure
  2. Review; update or create required SOPs & policies (SAMED operations manual)
  3. Create & track dashboards for committees and board
  4. Create transformation strategy for SAMED including 'learnerships'

1

## Build credibility with credible data

- Internal
- External

2

## Procurement

- Understand Government intention
- Research options
- Articulate member desired outcomes

3

## Capacity Building

- Enable Government to deliver on the NHI
- Create synergies that enhance the conditions for business for members

4

## Regulatory and policy change

- Proactive engagement
- Address uncertainty with members
- Mobilise adequate resources and expertise

5

## Funders and funding

- Address the uncertainty and future of funders
- HTA



# Why It Is Important To Transform

# Broad-Based Black Economic Empowerment Act Objectives

- Promoting **economic transformation** to enable **meaningful participation** of black people in the economy;
- Achieving a substantial change in the **racial composition** of **ownership** and **management** structures and in the **skilled occupations** of existing and new enterprises;
- Increasing the extent to which **communities, workers,** cooperatives and other collective enterprises **own and manage** existing and new **enterprises** and increasing their **access to economic activities,** infrastructure and **skills training;**
- Increasing the extent to which **black women** own and manage existing and new enterprises, and increasing their access to economic activities, infrastructure and skills training;
- Promoting investment programs that lead to broad-based and meaningful participation in the economy by black people in order to achieve sustainable development and general prosperity;
- Empowering **rural and local communities** by enabling **access to economic activities,** land, infrastructure, **ownership** and **skills;**
- Promoting **access to finance** for black start-ups, SMMEs, co-operatives and black entrepreneurs, including those in the informal business sector; and
- Increasing **effective economic participation** and black owned and managed enterprises, including SMMEs and co-operatives and enhancing their access to financial and non-financial support.



# United Nations Sustainable Development Goals

The United Nations Sustainable Development Goals provide guidance for the development of a transformation strategy.





# SAMED Transformation Policy & Statement

# SAMED Transformation Policy

SAMED has developed a Transformation Policy which contains their commitment to work with their members in order to drive transformation in the industry. The following objectives are stated:

1. **Guide** its membership in practical issues pertaining to transformation, including legal and policy frameworks, such as Employment Equity, B-BBEE, skills development, diversity and human rights;
2. **Facilitate** information sharing sessions at general meetings of SAMED, in order to obtain expert input on issues of transformation;
3. **Listen to feedback** from its membership as to how it can improve its transformational plan of action, and take corrective action where required;
4. **Encourage its membership** to participate in public health programmes and to support causes aimed at addressing inequities in the health system;

**The Transformation framework aims to give guidance on how SAMED will work with and will assist Members with their transformation journey.**



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## Transformation Statement

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SAMED regards transformation as an **economic and social imperative**.

We are **committed to transformation** and believe we can drive **meaningful and sustainable change** as an industry body.

We strive to create an eco-system that gives our **members tools** to enable them to transform their companies. We call on our members and partners to **participate** in our transformation journey.



Transformation  
Strategy Framework  
i.e. How SAMED  
assists members to  
transform

# Transformation Framework Scope



## Influenced By SAMED

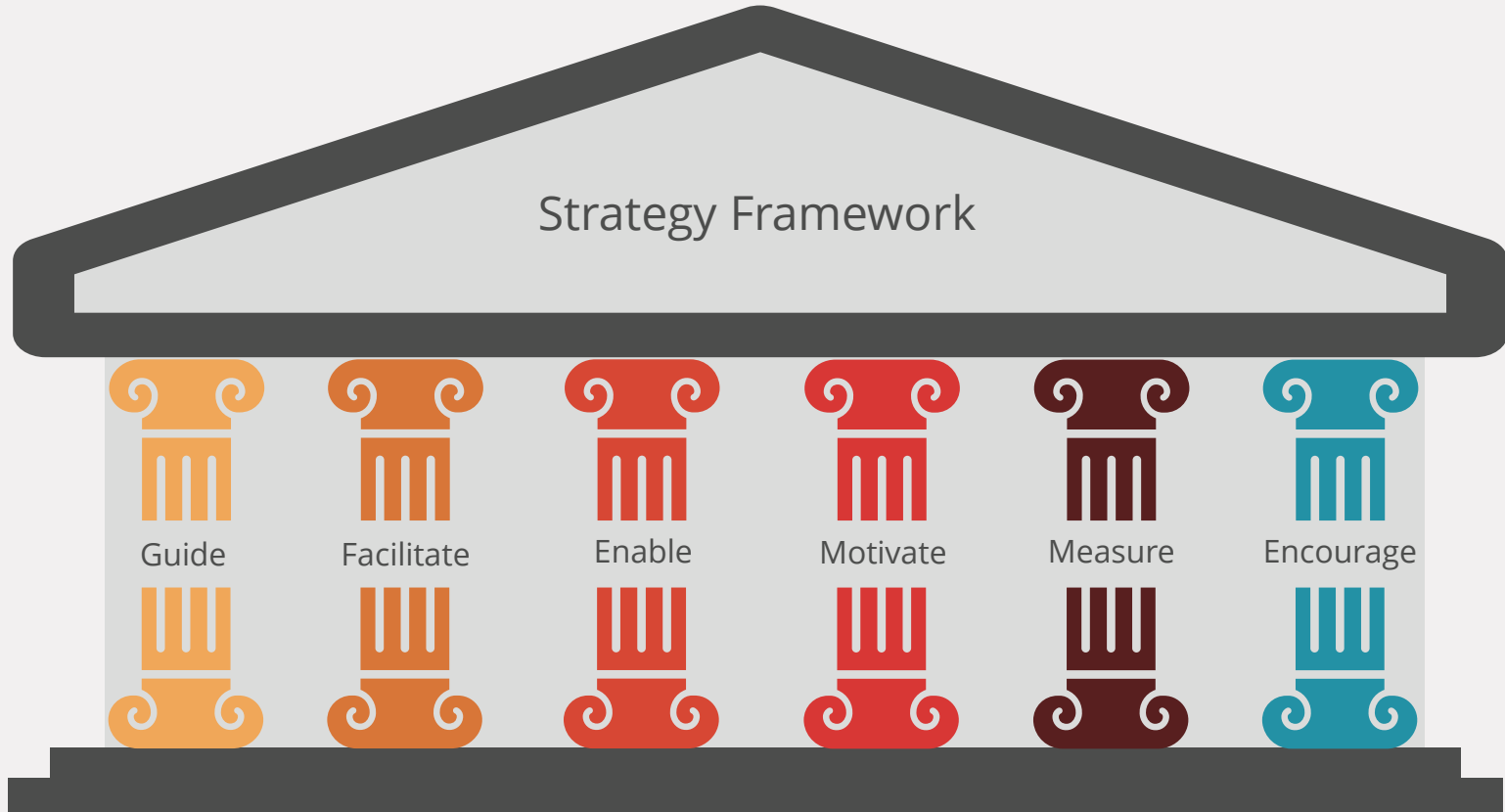
External Skills Development  
Enterprise and Supplier  
Development  
Corporate Social Responsibility



## Member Responsibility

Management Control  
Internal Skills Development  
Ownership

# Develop an Association Transformation Strategy Framework i.e. How can SAMED help members to transform



## Guide

- Review current Transformation Statement and Policy.
- Draft and implement Transformation Strategy.
- Communicate the Transformation Strategy and obtain buy-in from the board and member companies.

## Facilitate

- Inform, educate and keep members informed on BBBEE and related transformation topics. (With regards to the legislative framework).
- Facilitate members' access to information, knowledge and solutions.

## Enable

- Provide members with access to the tools to help them transform.
- Introduce members to “approved” solution providers, i.e *Scorecard software; diversity and Inclusion providers.*

## Motivate

- Motivate each member company to transform, both on the scorecard and beyond the scorecard.
- Communicate success stories and lessons learned within and outside of the industry.

## Measure

- “You get what you measure.” Measure performance against the scorecard.
- Measure to understand areas that are difficult for member companies.
- Perform an annual consolidated member scorecard at the time of doing the annual survey. Use the consolidated score to track progress.

## Encourage

- Regular communication on transformation.
- Regular sharing of success stories.



# Transformation Framework



Transformation Statement, policy & implement Framework.



Access to B-BBEE related information, knowledge and solutions



Transformation Tools or Toolkit



Transformation Framework communication Plan



'Approved' solution providers



# Transformation Framework



Industry learnerships  
bursary programmes  
for industry specific  
skills.



Engagement with  
Regulators/Stakeholders



Annual B-BBEE  
member survey.



Consolidated  
Results and  
communicate



Recommendations  
& Way Forward



Thank You