



## Strategic Overview

### 2013 - 2015

#### Mission

The AdvaMed EGCC advocates on a global basis for the highest ethical standards, timely patient access to safe and effective products, and economic policies that reward value creation for emerging medical device and diagnostic companies.

#### Vision

The AdvaMed EGCC will be the leader in advancing medical technology by bolstering the industry's emerging and early-growth enterprises – the drivers of life-changing innovation, job creation, and economic expansion.

#### Who We Serve

The AdvaMed EGCC provides support to the world's most innovative emerging and early-growth medical device and diagnostic companies.

#### Core Values

##### Service:

Our ability to anticipate member needs, our responsiveness to the diversity of their businesses, and our leadership on critical industry issues will always reflect superior service with the highest degree of professionalism.

##### Integrity:

Patients are the center of our work. We believe in supporting what we say with evidence and in speaking truthfully, transparently, and independently in the same voice to all our valued constituencies.

##### Inclusivity:

We are committed to establishing an inclusive culture. We recognize the diverse nature of our members and the importance of each member's view in the decisions we make.

##### Collaboration:

It is our nature to "pitch in." Collaboration, partnership, open communication, and developing consensus among a diverse membership are the hallmark of all we do.

##### Creativity:

We pride ourselves on our resourcefulness as creative thinkers, problem-solvers, and decision-makers.

##### Excellence:

We are driven by a passion for the issues and the highest expectations for meaningful results. Our pride in what we do is reflected in the exceptional standards to which we hold ourselves.

## Strategic Goals

Enable our members to better navigate the regulatory, reimbursement, and compliance areas most critical to their success

Be a valued contributor to the development of policies favorable to emerging and early-growth enterprises and that will stimulate innovation

Increase engagement of members and other stakeholders

## Objectives

Enable our members to better navigate the regulatory, reimbursement, and compliance areas most critical to their success:

- **Regulatory**
  - Establish an “FDA Tracker” to develop a better understanding of the issues faced by these companies. With this information, the EGCC aims to act as a conduit in improving 1) relationships between the FDA and small companies and 2) the overall experience for both small companies and the FDA through the approval process.
  - Provide exceptional programming to help the EGCC membership be better equipped to navigate FDA approval.
- **Reimbursement**
  - Provide exceptional programming and support to help the EGCC membership be better equipped to navigate CMS and obtain reimbursement.
- **Compliance**
  - Provide exceptional programming to assist the EGCC membership in establishing compliance programs; more specifically, develop an EGCC Compliance Toolkit.

Be a valued contributor to the development of policies favorable to emerging and early-growth enterprises and that will stimulate innovation:

- Create a core group of policy makers that understands the industry and key policy needs of EGCC member companies.
- Increase engagement of small companies in overarching AdvaMed policy development and advocacy efforts – throughout all policy pillars.
- Influence Tax Reform Policy development through inclusion of the EGCC Voice.
- Engage EGCC members to bolster the industry’s advocacy efforts.

Increase engagement of members and other stakeholders:

- Establish communications initiatives to increase the flow of pertinent information – into and out of AdvaMed.
- Form and strengthen stakeholder alliances.
- Educate interested consumers about the importance of new safe and effective medical technologies.