



## Strategic plan 2014-17

### Vision

Medical technology for a healthier Australia

### Values

Leadership  
Influence  
Collaboration  
Integrity

MTAA values being an integral part of delivering excellence in healthcare and contributing to the well being of the country.

### Corporate goals

- 1 To be recognised as the national body representing the medical technology sector with a united voice
- 2 To ensure the medical technology sector is sustainable
- 3 To be an influential partner in the healthcare and industry policy debate
- 4 To provide leadership in ethical interactions with the Australian healthcare community
- 5 To deliver indispensable value to members

### Four pillars

Leadership  
Member advocacy  
Evidence & policy  
Governance

# Outcomes

## Leadership

### Advocacy

- Focused national medical technology strategy that reflects industry's needs
- Sound working relationships with parliamentarians
- Robust relationships with federal and state health and industry departments
- Engagement with state governments, local health networks/districts, private and public hospitals
- Alignment with other advocacy groups
- Strong relationships with health insurance funds
- Alignment and effective working relationships with international bodies
- Public awareness of the medical, economic and social benefits of the medtech industry
- Transparent and consistent regulatory and reimbursement environment

### Code/Ethics

- Alignment of Australian and international industry codes

## Member advocacy

### Guidance

- Efficiency in business practice due to informed advocacy
- Member updates on policy and developments
- Access to information, service providers and funding available through government and non government entities

### Professional development

- A needs based professional development program
- A highly considered professional development program by members and non members
- A profitable and innovative professional development business

### Participation

- Involvement and drive by active and effective committees and working groups

### Networking

- Industry links and partnerships with MTAA and other stakeholders

## Member relationships

- Active and valued interactions with members

### Membership

- Unified voice representing a diverse medtech sector
- Efficient financial management for further activity and development
- Develops membership as the valued and creative representation of the medtech sector

## Evidence & policy

### Research

- Evidence-based policy positions, communication strategies and activities
- Availability of the latest statistics on the industry's footprint

### Innovation & development

- Innovation trends to key stakeholders
- Policies that reflect patient needs, international trends and innovation
- Assures members are active participants in policy development

## Governance

### Strong and effective Board

- Ethical and effective corporate governance practice

### Human resources

- Well planned and effective team structure based on achievement of outcomes and innovation
- Reputation, relationships and linkages with a range of prominent stakeholders
- Effective secretariat and member participation in developing policy
- Harmonious, supportive and productive workplace
- Employment in the medical technology sector as a viable career option

### Efficient financial management

- Healthy balance sheet
- Diversified income and investment
- Integrates systems and procedures
- Secured business infrastructure
- Excellent relationships with third-party services providers