

# Global Health

“ Ambassador  
Robert Holleyman

President & CEO, C&M International

“Breakthrough technologies are transforming the healthcare industry and ushering in a new era of medicines, devices, and business models – as well as how governments and providers deliver services. We ensure governments, industry and other stakeholders listen to one another and work together to realize the full potential of health innovation.”

**C&M International. We know global public policy.**

## Helping Clients Shape Global Health Policy

**Crowell & Moring International, LLC** (C&M International) works with a wide spectrum of healthcare, life sciences, medical devices, and digital health companies – from established multinationals to tomorrow’s disrupters – to shape health policy and navigate the complexity of the global political and regulatory landscape. From promoting sustainable financing options for health and innovation, to advancing appropriate regulatory frameworks and driving regulatory convergence, to advising on health data privacy and security, to protecting intellectual property, we help our clients to collaborate with governments, patient groups, academia and other stakeholders to convene around and promote policy solutions. And when issues demand it, we also bring to bear the resources and expertise of our attorney colleagues within our parent organization, **Crowell & Moring LLP**, an international law firm with offices in Brussels, Doha, London, Los Angeles, New York, Orange County, San Francisco, Shanghai, and Washington, D.C. The result: creative strategies that level the playing field, enable and protect innovation, improve patient access, and revolutionize healthcare systems.

### How We Work

**In-Market Advocacy.** We design strategies, map stakeholders, and coordinate high-level engagements to advance meaningful partnerships or address local doing-business challenges.

**Trade Negotiations.** Our team of former trade negotiators ensures clients’ priorities are reflected in bilateral and multilateral trade negotiations and at the World Trade Organization (WTO).

**Multilateral Engagement.** We have a long history working to put clients’ issues on the agenda of policy-setting regional forums and multilateral institutions, such as the United Nations, G20/B20, World Bank Group, World Health Organization, Organization for Economic Co-operation and Development (OECD), Summit of the Americas, and the Asia-Pacific Economic Cooperation (APEC) forum.

**Coalition Design and Management.** When issues require a collaborative approach, C&M International helps design comprehensive, multi-year public policy initiatives, and bring together partners from industry, academia, government and beyond. We have created coalitions around issues such as rare diseases, vaccines confidence, HPV and cervical cancer, antimicrobial resistance, tuberculosis, blood safety, and mental health.

**Policy, Regulations, and Model Legislation.** We help clients and governments draft the policies and regulations that impact the healthcare industry, drawing on international best practices and employing a collaborative approach.

## FOR INQUIRIES



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## Our Services

### HEALTH FINANCING



### REGULATORY FRAMEWORKS & CONVERGENCE



### INTELLECTUAL PROPERTY



### PATIENT ADVOCACY



### INNOVATION POLICY



### MARKET ACCESS



### STAKEHOLDER ENGAGEMENT



### BUSINESS ETHICS



## What We've Done For Our Clients

**Designed and coordinate the world's largest public-private partnership to strengthen ethical business practices for the medical device and biopharmaceutical sectors.** C&M International convenes more than 1,500 collaborating organizations to set best practices, strengthen capacity, and conduct monitoring, resulting in 7 national healthcare ethics accords and industry codes of ethics in 10 countries where they previously did not exist.

**Developed data and privacy principles for a world-leading life sciences company that is prioritizing a patient-focused, digital health strategy.** After conducting cross-sectoral market research, C&M International identified opportunities for our client to exert market leadership with a differentiated, user-centric approach and is now drafting the client's data policies for both internal implementation and external publication.

**Secured a political commitment from 21 Asia-Pacific trade ministers to achieve convergence on regulatory approval procedures for medical products.** C&M International helped create a forum that brings regulators and industry together for collaborative, ongoing work towards regulatory convergence goals, including through the development and monitoring of key performance indicators tracked across all 21 APEC economies.

**Advised a global biopharmaceutical company for over a decade on WTO policy issues.** C&M International has analyzed national policies for consistency with WTO rules and developed advocacy positions for engagement with the U.S. and other governments. We have organized numerous "door-knock" visits for clients in Geneva, DC, and beyond to educate trade officials on emerging issues, shape committee discussions, and harmonize international policy negotiations between the WTO, WHO, G20, and other institutions.

**Helped to conceptualize, pilot, and launch a network of centers of excellence that is building the capacity of medical product regulatory authorities.** In partnership with government regulators in the Asia-Pacific, top-tier global research universities, and industry partners, C&M International helped create a platform – and recruited partners – to build what is now the region's leading network to train regulators to international standards.

**Helped to enable policy environments that value and reward life sciences innovation.** C&M International helped develop the APEC Life Sciences Innovation Forum's Enablers of Investment Checklist and Healthcare Financing Checklist—two tools that are being used to improve the investment environment for the innovative life sciences sector and foster the implementation of new financing schemes to increase access to healthcare products.