

Asociación Colombiana de Empresas de Medicina Integral (ACEMI) Colombia



Signatory since 2020

The Colombian Association of Health Insurance Companies (ACEMI) is a trade association that represents private health plans. Its member companies provide health services to 65 percent of the Colombian population. Over the years, ACEMI has also become a think tank on health policies and value-based care. Gustavo Morales Cobo, CEO of the Association since 2018, explains how EPIHC challenges companies, what it takes to incorporate the principles into action, and what they are doing to follow Principle #7 on data protection.



BECOMING A SIGNATORY



GUSTAVO MORALES COBO
Chief Executive Officer

MORALES:

We have always been strong believers in meeting international standards, especially when they are developed by well-renowned organizations such as IFC and the World Bank. We were very glad to learn about EPiHC in 2019, and we began incorporating the principles in our daily functions, even before we became a signatory.

Each of the 10 Principles is a world in itself, full of challenges, and of ideas on how to behave and how not to behave.

My dream would be that the EPiHC Principles—and in general, the idea of good corporate behavior and self-regulatory mechanisms—would be part of the DNA of our corporations. ACEMI represents the 10 largest health insurance companies in Colombia. I want to be able to say that they [are now] identified as the most committed to ethical practices. It's very positive that EPiHC allows trade associations to be signatories, because we can be multipliers, helping a range of companies follow the roadmap.

THE PRINCIPLES

#7 Safeguarding Information and Using Data Responsibly

MORALES:

We are developing new practices related to responsible use of data. In our national healthcare system, much of which is publicly funded but privately managed, we need to reconcile privacy and patient rights with efficiency. Every provider must access patient information. So, we're exploring the interoperability of health records and accessibility for doctors, while maintaining basic protections.

ASSESSING AND EVALUATING PROGRESS

MORALES:

When ACEMI adhered to the principles, we had agreed that each of them would be incorporated into our daily activities. We created an internal group specifically to work on this. It has a skilled professional in charge and is accountable to our board of directors. In every meeting of our board of directors, which is composed of the CEOs of our member health insurance companies, we allocate time for this. Our legal, communications, medical, and technological committees report on their progress.

We have also begun working on metrics to track our progress. It is challenging because those metrics need to be compatible with other health systems around the world. In the end, each one of the principles will be the basis of a different plan of action.