

## Where Can I Find More Information?

- [MedTech Europe Code of Ethical Business Practice](#)
- [MedTech Europe Distributors and Other Third-Party Sales and Marketing Intermediaries Webpage](#)
- [OECD Anticorruption Guidance](#)
- [The UK Bribery Act 2010 Guidance](#)
- [French anti-corruption law \(Loi Sapin II\)](#)
- [German Act on Fighting Corruption in the Healthcare Sector \(Gesetz zur Bekämpfung der Korruption im Gesundheitswesen\)](#)
- [Resource Guide to the U.S. FCPA](#)

## About MedTech Europe

MedTech Europe is the only European trade association representing the medical technology industry from diagnosis to cure. We represent In-Vitro Diagnostics and Medical Devices manufacturers operating in Europe. MedTech Europe promotes a balanced policy environment that helps the medical technology industry meet Europe's growing healthcare needs and expectations. We also promote the value of our industry and how medical technologies can help save and improve lives, and help support more sustainable healthcare systems.



### Implications of the MedTech Europe Code of Ethical Business Practice

### Distributors, Third Party Sales and Marketing Intermediaries

Your commitment to the [MedTech Europe Code of Ethical Business Practice](#) can enhance your Company's reputation and grow your business with In Vitro Diagnostics and Medical Devices companies which are members of MedTech Europe.

[MedTech Europe Member Companies](#) are committed to ethical interactions with Healthcare Professionals (**HCPs**) and Healthcare Organisations (**HCOs**) and to compliance with all applicable laws and regulations. This commitment extends to Distributors and other Third Party Sales and Marketing Intermediaries (**SIMs**) that represent our industry wherever they do business. Companies are liable for the activities of these third parties. Indeed, companies face significant legal penalties if they or their business partners, such as SMI, do not comply with applicable legal and regulatory requirements.

This leaflet is intended to provide Medical Technology SMIs with an overview of the relevant information on the key changes brought by the new MedTech Europe Code of Ethical Business Practice.

## Industry's commitment to support clear and strict self-regulation to protect its reputation

The Code is a clear message from the medical technology industry that we want to safeguard and protect our relationship with Healthcare Professionals (HCPs) and Healthcare Organisations (HCOs) by adopting a strict self-regulation.

The Code sets clear and transparent rules for industry's relationship with HCPs and HCOs, including Company Events, Third Party Organised Events (**TPOE**), arrangements with Consultants, Gifts, Research and financial support to Medical Education.

## Medical Technology SMIs: Expectations from the industry

It is expected that, as a Medical Technology SMI regularly interacting with HCPs and HCOs for the purpose of promoting, demonstrating and selling medical technologies and related services, you comply with the provisions of the new Code as of 1 January 2017.

## The main changes introduced by the Code

### *Sponsorship model for Third-Party Organised Events (e.g. conferences, congresses etc.):*

As of 1 January 2018, MedTech Europe Member Companies and their representatives, including SMIs, will no longer be permitted to provide direct financial support to individual HCPs from the MedTech Europe Geographic Area, which includes EU and EEA countries as well as Russia, Turkey and the countries governed by [Mecomed](#) to attend Third-Party Organised Events.

Support to medical education offered at Third Party Organised Events will be provided through Educational Grants given to HCOs, such as scientific societies, hospitals or foundations or Professional Congress Organisers (**PCOs**).

**The selection of the beneficiaries of these Grants must be the sole responsibility of the HCO/PCO receiving the Educational Grant.**

### *Educational Grants*

Companies and the SMIs representing them may provide an Educational Grant, meaning the provision of funding or in kind support (e.g. Member Company products) on a restricted basis for use solely for the support and the advancement of genuine medical education of HCPs, patients and/or the public on clinical, scientific and/or healthcare topics relevant to the therapeutic areas in which the Member Company/SMI is interested and/or involved.

Member Companies and the SMIs representing them can support a Third Party Organised Educational Conference through an Educational Grant covering, either/and:

- The general running of a conference;
- HCP attendance at the conference (e.g. travel, accommodation, registration fee(s));
- Faculty.

### *Transparency*

As of 1 January 2018, MedTech Europe Member Companies will be required to publicly disclose Educational Grants provided to HCOs/PCOs (e.g. support to conferences, scholarships and fellowships) on a [European online platform](#).

### *Events need to comply with common criteria:*

All Events whether organised by a Third-Party or by a Member Company, or their SMIs, must:

- Directly relate to the specialty and/or medical practice of the HCP who will attend the Event;
- Take place in appropriate locations and venues;
- The support must be limited to necessary and reasonable hospitality as well as reasonable and actual travel;
- No guests or spouses of HCPs can attend nor can their travel and/or accommodation be facilitated by the company/SMI

For international Third Party Organised Conferences, support (e.g. provisions educational grants, promotional activity e.g. booths, etc.) is dependent on the approval under the [Conference Vetting System](#) (CVS).

### *Employer Notification*

Member Companies and the SMIs representing them should ensure that appropriate transparency is maintained with regards to their interactions with HCPs by providing a prior written notification to the HCP's employer (e.g. hospital administration, superior or other locally-designated competent authority) of any interaction, collaboration or other matter concerning a Member Company its SMI and any HCP.