



## **Joint Statement on Phase-Out of Direct Sponsorships**

*The Global MedTech Industry Moving Together to Enhance Compliance Practices Across Europe, China, Middle East, North Africa & Asia-Pacific*

**January 3, 2018**

AdvaMed, APACMed, Mecomed, and MedTech Europe represent manufacturers of medical devices and diagnostics around the world. Our organizations promote high ethical standards in interactions between our member companies and Health Care Professionals (HCPs) and Health Care Organizations (HCOs). We strive to achieve timely patient access to safe and effective products to help patients live longer, healthier lives around the world.

Our industry's support for HCP training and education is critical for the continued development of advanced medical technologies, and their safe and effective use for the benefit of patients. Such support is essential due to the rapid innovation of medical technologies and diagnostics, and their typically complex electronic, mechanical and physiological properties. We also maintain a deep commitment to supporting the highest ethical standards. Collaboration and interactions with HCPs and HCOs must be transparent, and must be balanced against the need for HCPs to make independent decisions regarding patient care and treatment.

For these reasons, our organizations are instituting policy changes that affect how medical technology companies support HCP training and education around the world:

- Our industry has revised its codes of ethics in **China** (the AdvaMed China Code), in **Europe** (the MedTech Europe Code), in the **Middle East and North Africa** (the Mecomed Code), and in the **Asia-Pacific region** (the APACMed Code) to strengthen our collective commitment to HCP training and education, and to ethics and integrity.
- One of the key revisions in these codes is the elimination of **“direct sponsorship” of HCP attendance at third-party educational events, such as medical conferences and congresses, effective January 1, 2018**. “Direct sponsorship” means those situations in which a company selects and pays for an individual HCP’s registration fee, travel, lodging, and meals/hospitality to attend a third-party educational event.

This means that **effective January 1, 2018, companies will no longer select or influence the selection of specific HCP attendees at third-party educational events; directly arrange or pay for HCP attendees’ travel, accommodation and/or registration; or reimburse the expenses of specific HCP attendees at third-party educational events.**

Importantly, these changes do not diminish companies’ commitment to HCP training and education; rather, what will change is how companies support third-party educational events. Companies may offer

educational grants and sponsorship to third-party conference organizers, health care institutions, and/or professional associations to enable them to select HCPs to attend third-party educational events. Companies will also continue to host and support robust technical product and procedure training, and educational meetings, which instruct HCPs on how to safely and effectively use our companies' complex, life-saving products. With the end of direct sponsorships, we anticipate that companies will have more resources to devote to high-impact HCP training and education opportunities based on companies' individual educational strategies.

This change is the result of extensive industry discussions and dialogue with key stakeholders over a number of years. It follows a global trend that began to move away from direct sponsorship some time ago, as in the U.S., Australia, and other countries such as Sweden and Russia. AdvaMed, APACMed, Mecomed, and MedTech Europe are committed to continue engaging with HCPs, hospitals, and clinician organizations as we face the challenge of development and safe introduction of the diagnostics, medical treatments and cures of tomorrow.

The medtech industry will keep working towards continued advancement of HCP training and education, for the development of life-saving medical technology, and for the improvement of patient care.

Sincerely,



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