

The Updated MedTech Europe Code of Ethical Business Practice

Stay Informed, Stay Ahead

The MedTech Europe Code of Ethical Business Practice (“the Code”) regulates all aspects of the medical technology (“medtech”) industry’s relationship with Healthcare Professionals (HCPs) and Healthcare Organisations (HCOs), to ensure that all interactions are ethical and professional at all times and to maintain the trust of regulators, and – most importantly – patients.

The updated Code entered into force as of 1 January 2023.



Why a revision?

- The Code requires that a revision is launched every five years at the latest. The previous version of the Code was approved in December 2015, and the latest revision was launched during the last quarter of 2020.

Since December 2015, MedTech Europe had issued and updated a lot of guidance on practical aspects of the Code, or around areas that were not originally developed in detail. The medtech sector has evolved in these past years (incl. the Covid 19 pandemic impact) and the changes brought by the 2015 Code were so extensive that it required dozens of new and updated Q&As, as well as independent guidance documents.

- This last review aimed also at adding clarity and simplifying where possible. The revision process allowed extensive exchanges and debates among members of all aspects regulated by the Code to ensure wide level-playing field and broad buy-in.

Key changes

- New look & feel, including a general clean-up and clarified language
- No more reference to “Gifts” – only “Promotional Items”
- New chapter on “Distributors”, consolidating all the existing rules in one place
- Updated sections on “Virtual Events”
- “Consulting Arrangement” chapter now applicable to HCOs & HCPs
- Clarification on the differences between “Education Grants” and commercial sponsorships
- New guidance in Annex on how to value in-kind Grants for transparency purposes
- New definitions in the Glossary
- Addition of “Collaborative Research”

Read the MedTech
Europe Code here



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