



Revisions to APACMed Code of Ethical Conduct for
Interactions with Health Care Professionals:
Implications for Members and HCPs



Members-Only Webinar
Thursday 6 July 2017

亚太医疗技术协会

Revisions to APACMed Code of Ethical Conduct for Interactions with Health Care Professionals:

Implications for Members and HCPs

First webinar in a series of engagements with APACMed members:

- [WEBINAR One \[TODAY\]](#): Revisions to APACMed Code of Conduct for Interactions with Health Care Professionals: Implications for Members and HCPs (All Members)
- [WEBINAR Two \[August\]](#): Discussion on Q&A (All Members)
- [WEBINAR Three \[December\]](#): Feedback on period of transition and alignment on next steps (Commercial Heads and Legal/Compliance Teams)

Webinars will be hosted by APACMed Legal/Ethics & Compliance Committee

- **Campbell Clark**
Chair, APACMed Legal/ Ethics and Compliance Committee
Chief Ethics and Compliance Officer Asia Pacific, Medtronic

Today's Agenda

- *Elimination of direct sponsorship: background and rationale*
- *Implications for stakeholders: explaining the revisions to HCPs and other stakeholders*
- *Communications plan overview*
- *Audience participation: question and answer session*

Elimination of Direct Sponsorship of HCPs to Third Party Educational Events: **Background and Rationale**

Member support of Third Party Educational Events must at all times preserve the independence of medical and scientific education

Effective 1 January 2018:

- Members will no longer be permitted to directly pay the expenses of HCPs to attend or speak at Third Party Educational Events i.e. direct sponsorships
- Members will no longer be permitted to select or influence the selection of HCPs to attend Third Party Educational Event, whether as delegates or faculty

The change has been reflected in amendments to the APACMed Code of Ethical Conduct for Interactions with Health Care Professionals (“Code”)

This change is also consistent with laws, regulations, and codes of conduct of in-country industry associations in APAC and other regions around the world

Elimination of Direct Sponsorship of HCPs to Third Party Educational Events: Background and Rationale

Points to bear in mind:

- The Code revisions align with international best practice
- A number of countries in APAC already have laws/regulations/policies that prohibit direct sponsorship of HCPs to Third Party Educational Events
- Many APACMed members already have policies that prohibit direct sponsorship of HCPs to Third Party Educational Events
- Members are aware of and have been involved in the implementation of the revisions to the MedTech Europe Code and AdvaMed Code in China
- Many APACMed members already engaging with HCPs and other stakeholders during this period of transition
- APACMed will provide support to members – and APACMed will look to its members to provide feedback on how the changes to the Code are being received

Elimination of Direct Sponsorship of HCPs to Third Party Educational Events: Background and Rationale

Member-support of HCP training and education can and will continue

Members may continue to provide educational grants to:

- The organizer of the Third Party Educational Event to defray the costs of running the Third Party Educational Event and/or to support attendance of HCPs at the Third Party Educational Event
- A Healthcare Institution to support attendance of HCPs at the Third Party Educational Event and/or
- A Professional Association to support attendance of HCPs at the Third Party Educational Event

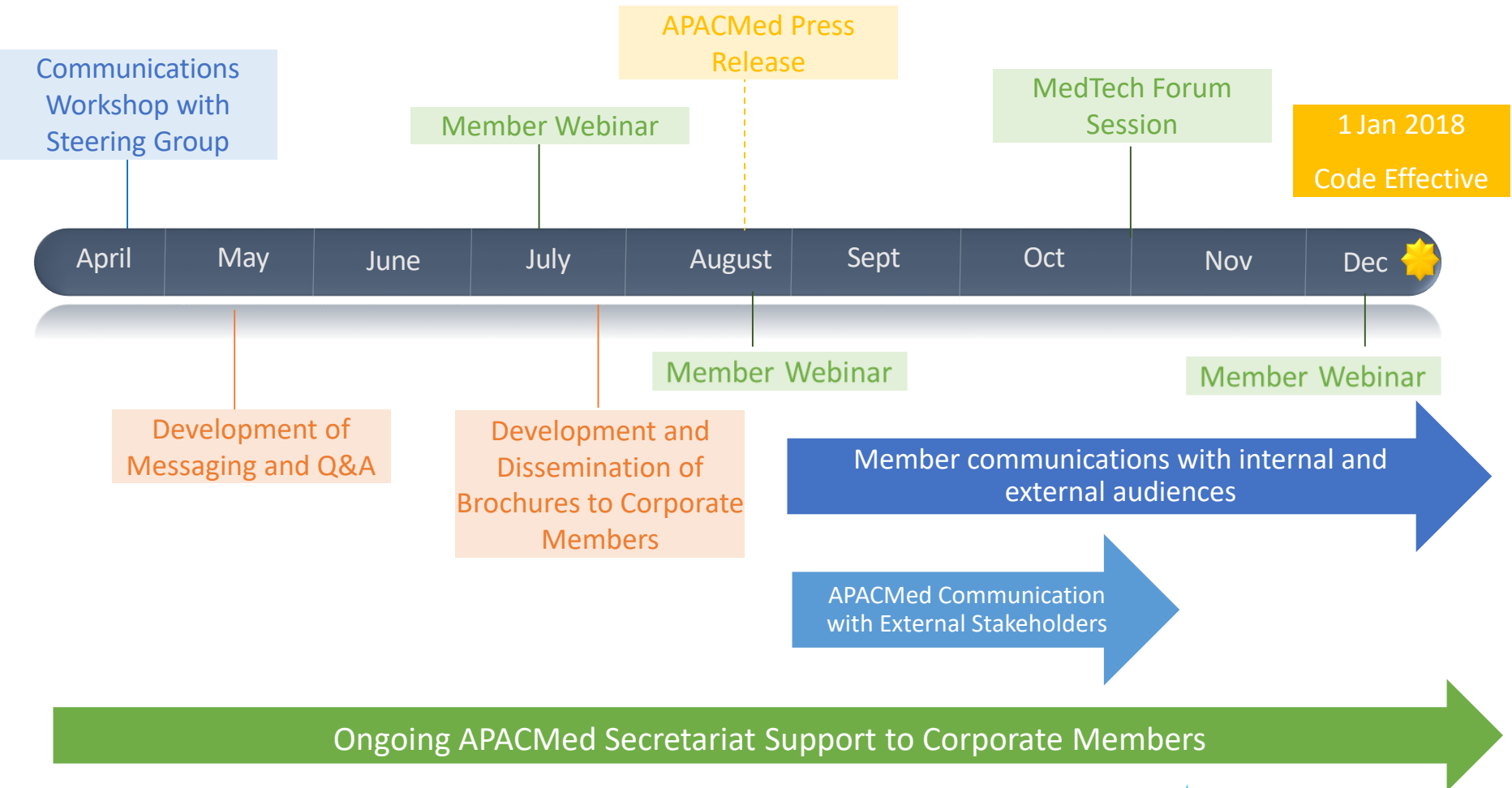
Elimination of Direct Sponsorship of HCPs to Third Party Educational Events: Background and Rationale

Member may support of Third Party Educational Event organizers in the following ways:

- The purchase of advertising and leasing of booth space for displays and promotional activities at the Third Party Educational Event
- The holding of satellite symposia at the Third Party Educational Event
- Funding registration fees to the Third Party Educational Event
- Funding reasonable travel to, and modest accommodation at, the Third Party Educational Event where out-of-town travel is required, and
- Funding incidental meals and refreshments, provided the meals and refreshments are modest in value and are subordinate in time and focus to the educational purpose of the Third Party Educational Event

MEMBERS WILL ALSO CONTINUE TO PROVIDE INNOVATIVE TRAINING AND EDUCATION THROUGH COMPANY-INITIATED PROFESSIONAL EDUCATION ACTIVITIES

Communications Plan and Timeline



Communications Plan Overview

How does APACMed intend to communicate the revisions to its Corporate Members?

- A series of webinars and face to face meetings
- Written communication from the Secretariat: letter from CEO and Communications Guidelines
- Email Hotline to centralise and answer all questions Code@apacmed.org

Date	Type of engagement	Audience	Objective
6 July 2017	Webinar	All members	Update APACMed members on the work done to date Present overarching Communication Plan and timeline
August	Webinar	All members	Discuss Question and Answer Document (explore different scenarios address any areas of concern)
September	Face to face meeting	Commercial leaders Legal and Compliance	Provide a platform for Commercial leaders to engage with Legal/Compliance teams
November	Compliance Panel Discussion	MedTech Forum attendees	Introduce the Code Revisions to the wider audience and explain the rationale provide insights on the region's specificities provide preliminary feedback on how it is being received
December	Webinar	All members	Gather feedback from members on issues faced during period of transition address any concerns regarding implementation of the revised code and decide on next steps.



Communications Plan Overview

What tools will APACMed provide to Corporate Members to help them communicate the revisions?

- **Key Messages and Question and Answer Document**
 - **Key Messages:** outlines the narrative which forms the basis of our communication
 - **Question and Answer Document:** anticipates questions from stakeholders and provides answers agreed upon by APACMed Legal/Ethics & Compliance Committee – *This is a dynamic document, which will evolve and be updated as we move through the period of transition and into the implementation phase*
- **Brochure for HCPs/HCOs:**
 - Introducing the Code and its revisions outlining the implications and containing contact details for more information providing background on APACMed mission and vision
 - Available in print and iPad friendly version

BACK

FRONT

Educational Grants

APACMed Members may continue to support education through funding of educational grants.

Grant funding will go to third parties, including event organizers, Healthcare Institutions and Professional Associations, to cover costs such as:

- Running the Third Party Educational Event
- HCPs' attendance at events
- HCPs' travel to events and reasonable expenses
- Medical education for students, residents, fellowship program participants and other medical personnel, or for educating the public on health care issues.

Members will establish processes for reviewing grant requests to ensure transparency and independent decision-making. Members may define categories of HCPs to be supported by their grants, but may not select individual beneficiaries of grant support.

WITH EFFECT FROM 1 JANUARY 2018*

APACMed Members may not:

- ✗ Select individual HCPs or directly cover costs of participation at Third Party Educational Events
- ✗ Cover travel costs for HCP participation at a company satellite symposium, if the HCP is attending the third party event

APACMed Members may:

- ✓ Provide grants to third parties through an independent process to support HCP participation and education
- ✓ Organize satellite symposia adjacent to third party events
- ✓ Cover reasonable local transportation and meal costs of HCPs attending a satellite symposium, if the HCPs are already attending the third party event
- ✓ Cover all costs of HCPs participating in independent, company-organized educational events or training
- ✓ Provide research grants
- ✓ Purchase advertising and leasing of booth space at third party events.

About APACMed

Founded in 2014, the Asia Pacific Medical Technology Association (APACMed) is the first and only regional association to provide a unified voice for the medical technology industry in Asia Pacific. We work proactively with government bodies, medical device associations and companies to advance regional issues and innovation, shape policies and ethical codes, share best practices and promote regulatory harmonization.

Collaborative interactions between our Members and healthcare professionals are essential to advancing medical technology, preserving independent decision-making and ensuring the safe and effective use of products and services.

www.apacmed.org

We are committed to supporting medical education and advancing the healthcare industry

Our Code of Ethical Conduct facilitates ethical interactions among Members, healthcare professionals and healthcare organizations. By adopting the Code principles, our Members adhere to the highest ethical standards.

www.apacmed.org/code

Any questions?

Contact info@apacmed.org



* The revision to the Code applies to any event or training on and after 1 January 2018, irrespective of when the support was originally offered.

Changes to Training and Education: Information for Healthcare Professionals and Conference Organizers

APACMed Code of Ethical Conduct



APACMed THE NCPIC MEDICAL TECHNOLOGY ASSOCIATION

INSIDE PAGES

APACMed is a progressive industry body that promotes policies to advance healthcare access for patients. APACMed sets guidelines for its Members in its Code of Ethical Conduct (the "Code") to encourage ethical, collaborative interactions with healthcare professionals. Adherence to the Code is required by all Members, their employees and any third party intermediaries, including distributors, for interactions with Healthcare Professionals ("HCPs") in connection with medical technologies.

In February 2017, the APACMed Board revised the Code to no longer permit Members' direct sponsorship of individual HCPs to Third Party Educational Events as of 1 January 2018. Members and third party intermediaries may continue to support HCP education through funding of educational grants.

Why is the Code changing?

APACMed recognizes the continuing value of educational events organized by Third Parties. The revision to the Code has been drafted to address the clear need for training and education of HCPs in Asia Pacific.

- **Independence:** We seek to preserve the integrity of purchasing and treatment decisions made by HCPs.
- **Transparency:** We aim to promote high standards of transparency and address the need to train and educate HCPs.
- **Alignment:** The revisions to the Code are an important step to align APACMed's Code of Ethical Conduct with international industry codes and guidelines, serving to further enhance ethical standards in Asia Pacific.

What the changes mean in practice



Third Party Educational Events

What are they?

Educational conferences or meetings organized by a Professional Association, Healthcare Institution or other professional provider to promote scientific knowledge.

Impact of the Code:

Members are not permitted to arrange, directly pay for, or reimburse the expenses of an HCP attending or speaking at the event.



When are the changes effective?

The change to the Code is effective 1 January 2018. As a result, arrangements being made now for Third Party Educational Events in 2018 are subject to the new restrictions.



Company - Organized Training

What are they?

Training for medical technologies, which is independent from Third Party Educational Events.

Impact of the Code:

Not impacted by the change to the Code.



Satellite Symposia

What are they?

Events held alongside a Third Party Educational Event, which can be sponsored by a Member and included in the official agenda of the Third Party Educational Event.

Impact of the Code:

If HCP:

- **Does not attend Third Party Educational Event:** Members may cover costs of HCPs' attendance at the satellite symposium
- **Attends Third Party Educational Event:** Members may not pay associated travel expenses, except local transportation and costs directly associated with the satellite symposium.

Communication Plan Overview

How does APACMed intend to communicate the revisions to External Stakeholders, such as Scientific Bodies and Conference Organizers?

- **Tools:**
 - APACMed Letter
 - Ad-hoc meetings if/ when required
- **Official Letter** from APACMed signed by CEO to prepare the ground for member communication
- **Content:** introducing the Code and its revisions outlining the implications and containing contact details for more information providing background on APACMed mission and vision

QUESTIONS and ANSWERS



WEBINAR Two [August – date T.B.C]

Deep Dive into the Q & A – All Members

WEBINAR Three [December– date T.B.C]

General Feedback Session ahead of Implementation Date – All Members

*Any questions, please address to Emilie:
erapley@apacmed.org*

