

**APACMED CODE REVISION MESSAGE HOUSE**

*Purpose of document: to be used as a reference document by APACMed when communicating with stakeholders and by Members when communicating with employees or partners*

<p><b>To preserve and enhance the independence of Health Care Professionals’ (HCPs) decision-making, the Board of APACMed has revised its Code of Ethical Conduct for Interactions with HCPs. The revision eliminates Direct Sponsorship of HCPs by APACMed Members* to attend or speak at Third Party Educational Events as of 1 January 2018</b></p>		
<p><i>Background to the change:</i></p>	<p><i>Rationale:</i></p>	<p><i>How the changes will be implemented:</i></p>
<p><b>The revisions to the Code are an important step to align APACMed’s Code of Ethical Conduct with other international industry codes and guidelines, and regulations, serving to further enhance ethical standards in Asia Pacific</b></p>	<p><b>APACMed recognises the continuing educational value of educational events organised 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</b></p>	<p><b>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</b></p>
<ul style="list-style-type: none"> <li>• APACMed is a progressive industry body that promotes policies to advance healthcare access for patients. That is why it is ensuring its Code of Ethical Conduct promotes the highest standards of ethical conduct around its members’ interactions with HCPs through the elimination of Direct Sponsorship</li> <li>• Direct Sponsorships are currently not permitted in the U.S. and certain countries in Asia Pacific, and are being eliminated by MedTech Europe and AdvaMed in China, effective 1 January 2018</li> <li>• The revision to the Code exemplifies APACMed’s commitment to transparency, and safeguarding the independence of HCP</li> </ul>	<ul style="list-style-type: none"> <li>• The transition to educational grants is crucial to ensure the large unmet need for continuing medical training and education in APAC is addressed whilst preserving the integrity of purchasing and treatment decisions made by HCPs</li> <li>• The revised Code may facilitate improved allocation of educational funding amongst HCPs, with the potential to benefit greater numbers of HCPs</li> </ul> <p>The revision seeks to preserve the independent decision-making of HCPs and reinforce public confidence in the integrity of patient care, treatment, product, and service selection</p>	<ul style="list-style-type: none"> <li>• There is no impact on the ability of members to host and support technical product and procedure training to enhance patient outcomes when HCPs use members’ products</li> <li>• Members may continue to organise satellite symposia as adjuncts to Third Party Educational Events</li> <li>• Members may continue the purchase of advertising and leasing of booth space for displays and promotional activities at Third Party Educational Events</li> <li>• Educational grants may be provided to a Third Party, as defined in the Code, to advance patient care, for education of medical students, residents, fellows participating in fellowship programmes, or other</li> </ul>

<p>decisions regarding the care and treatment of patients</p> <ul style="list-style-type: none"> <li>Adherence to the Code is required by all APACMed Members, their employees, and their third party intermediaries* who may interact with HCPs in connection with the Member’s medical technologies</li> </ul>		<p>medical personnel, or for educating the public on healthcare issues</p> <ul style="list-style-type: none"> <li>Members may also provide educational grants to Third Party Educational Event organisers, Healthcare Institutions, and Professional Associations (all defined in the Code) to cover the costs associated with HCPs’ attendance at the Third Party Educational Event. These costs may include reasonable travel and modest accommodation expenses where out-of-town travel is required, registration fees, and incidental meals and refreshments</li> <li>Member companies may also: <ul style="list-style-type: none"> <li>Engage HCPs to provide <i>bona fide</i> consultancy services</li> <li>Provide or support training and education to HCPs on topics concerning the use of their medical technologies</li> <li>Provide medical technology products to HCPs free of charge for evaluation and demonstration purposes (within reason)</li> <li>Provide research grants</li> <li>Make donations of money, products, or services for charitable or other philanthropic purposes, or sponsor events where the proceeds are intended for charitable or educational purposes.</li> </ul> </li> </ul>
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\* The **Code of Ethical Conduct for Interactions with HCPs** extends to all Members’ distributors and third party intermediaries (including consultants, distributors, sales agents, and brokers) appointed by the APACMed Member who may interact with HCPs in connection with the Member’s medical technologies.