

## APACMed Implements Universal Code of Ethical Conduct for Corporate Members

**SINGAPORE, 11 December, 2015** – The Asia Pacific Medical Technology Association (APACMed), announced today that it has approved a new Code of Ethical Conduct for Interactions with Health Care Professionals. APACMed aims to promote close collaboration between the medical technology industry and health care professionals as part of its ongoing mission to improve the standards of care through innovative collaborations among stakeholders. These collaborations are essential to advancing medical technology and ensuring the safe and effective use of members’ products and services.

APACMed is committed to ensuring that members’ interactions with health care professionals meet the highest ethical standards, preserve independent decision-making of the health care professional, and reinforce public confidence in the integrity of patient care, treatment, and product and service selection. The Code regulates key aspects of members’ interactions with health care professionals including: arrangements with consultants, educational conferences, training and education, research grants and charitable donations. All corporate members are required to adopt, and abide by, the ethical principles outlined in the Code.

“The decision to adopt a universal Code comes from the increasing need for harmonization across Asia Pacific and adapting to the constantly evolving healthcare environment. This is significant for APACMed as it brings us one step closer to providing a clear voice for the industry as we work with stakeholders to jointly shape the future of healthcare together,” said Vladimir Makatsaria, Chairman of APACMed.

This new Code will be effective for all APACMed corporate members from 1 January 2016 and will serve to establish the minimum standard by which they operate across Asia Pacific.

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Media inquiries can be directed to the APACMed Press Office at [APACMed@edelman.com](mailto:APACMed@edelman.com).

### About APACMed

The Asia Pacific Medical Technology Association (APACMed) provides a clear voice for the medical devices and in-vitro diagnostics industry in Asia Pacific. Founded in 2014, APACMed strives to promote innovation and impact policy that advances healthcare access for patients. Current members include leading companies in medical technology. For the full list go to: <http://www.apacmed.org/membership/>

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