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
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

- April: Communications Workshop with Steering Group
- May: APACMed Press Release
- June: MedTech Forum Session
- July: 1 Jan 2018 Code Effective
- August: Member Webinar
- September: Member Webinar
- October: Development of Messaging and Q&A
- November: Development and Dissemination of Brochures to Corporate Members
- December: Member communications with internal and external audiences

Ongoing APACMed Secretariat Support to Corporate Members
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](mailto:Code@apacmed.org)

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<thead>
<tr>
<th>Date</th>
<th>Type of engagement</th>
<th>Audience</th>
<th>Objective</th>
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<tr>
<td>6 July 2017</td>
<td>Webinar</td>
<td>All members</td>
<td>Update APACMed members on the work done to date. Present overarching Communication Plan and timeline</td>
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<tr>
<td>August</td>
<td>Webinar</td>
<td>All members</td>
<td>Discuss Question and Answer Document (explore different scenarios address any areas of concern)</td>
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<td>September</td>
<td>Face to face</td>
<td>Commercial leaders, Legal and</td>
<td>Provide a platform for Commercial leaders to engage with Legal/Compliance teams</td>
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<td>meeting</td>
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<td>November</td>
<td>Compliance Panel</td>
<td>MedTech Forum attendees</td>
<td>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</td>
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<td>December</td>
<td>Webinar</td>
<td>All members</td>
<td>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.</td>
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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
Tri-fold Brochure for HCPs/HCOs

**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.

**Changes to Training and Education:**

**Information for Healthcare Professionals and Conference Organizers**

APACMed Code of Ethical Conduct

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

**Any questions?**

Contact info@apacmed.org

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

Satellite Symposia

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.

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.
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