

1. What is the APACMed Code of Ethical Conduct for Interactions with Health Care Professionals (“Code”)?

APACMed’s Mission is to improve the standards of care through innovative collaborations among stakeholders to jointly shape the future of health care in Asia Pacific. To advance the Mission, APACMed promotes ethical interactions between the medical technology industry and HCPs in accordance with the Code.

2. Is it mandatory for Members to adhere to the Code?

Yes. The Code applies to all Corporate Members, and is a condition of membership to APACMed. Adherence to the Code is required by all APACMed Members, their employees, and their third party intermediaries (including consultants, distributors, sales agents, and brokers) appointed by the Member who may interact with HCPs in connection with the Member’s medical technologies.

3. There are some revisions to the Code effective 1 January 2018 – what are those revisions?

The Board of APACMed agreed to revise the Code to eliminate direct sponsorship of HCPs to Third Party Educational Events that will occur on or after 1 January 2018. A Third Party Educational Event is a conference or meeting that is of a medical, scientific, and/or educational nature, intended to promote scientific knowledge, medical advancement, and/or the delivery of effective healthcare, and organized by a Professional Association, Healthcare Institution, or by a *bona fide* medical or other professional education provider.

The impact of the Code revisions is that for Third Party Educational Events that will occur from 1 January 2018 onwards, Members will no longer be able to pay for, offer to pay for, or otherwise reimburse the expenses of any individual HCP to attend or speak at a Third Party Educational Event, nor shall members be able to select - or influence the selection of - any HCP to attend a Third Party Educational Event, whether as a delegate or as faculty. This new restriction applies to all Events occurring in 2018 and beyond, regardless of when the arrangements are made.

4. What is the rationale for the Code revisions relating to direct sponsorship?

The revisions to the Code are an important step to align the APACMed Code with international best practices which preserve and enhance the independence of HCPs’ decision-making.

Direct sponsorship of HCPs to Third Party Educational Events is not currently permitted in a number of countries in the Asia Pacific region, nor in the United States. Moreover, direct sponsorship of HCPs to Third Party Educational Events will not be permitted by members of MedTech Europe and AdvaMed in China, effective 1 January 2018.

The revisions to the APACMed Code have been drafted to promote the highest standards of transparency around our Members’ interactions with HCPs, and at the same time to address the clear need for training and education of HCPs in Asia Pacific in new medical technologies and therapies.

5. What alternative means are available for Members to support Third Party Educational Events?

On and after 1 January 2018, Members will continue to be able to provide education grants to:

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

In addition, Members may continue to support Third Party Educational Events by providing funding to the Third Party Educational Event organizers, Healthcare Institutions, and Professional Associations for the following purposes:

- advertising and leasing of booth space for displays and promotional activities
- satellite symposia

- registration fees
- reasonable travel to, and modest accommodation at, the Third Party Educational Event where out-of-town travel is required, and
- incidental meals and refreshments.

The principal impact of the Code revisions is that Members will no longer be able to select and directly sponsor - or influence the selection of - an individual HCP to attend a Third Party Educational Event.

6. What impact do the Code revisions have on Members' own training and education programs?

The Code revisions will not affect Members' ability to train and educate HCPs on product specific technology deployment, use, and application to facilitate the safe and effective use of medical technologies. Members may continue to provide or support education to HCPs on topics concerning or associated with the use of their medical technologies. In addition, Members may continue to organize satellite symposia as adjuncts to Third Party Educational Events, with attendees to be drawn from those attending the Third Party Educational Event.

7. Is there a transition period or is there an immediate cessation of Direct Sponsorship on 1 January 2018? What about Third Party Educational Events that are already planned and agreed on?

The APACMed Board has determined that the date of implementation is 1 January 2018. This means that Members may not directly sponsor HCPs to Third Party Educational Events occurring on and after 1 January 2018, regardless of when the support was originally offered or solicited. As a result, arrangements occurring now for Third Party Educational Events in 2018 are subject to the new restrictions.

8. How can I find out more about the Code and the revisions to it?

Over the coming months, APACMed will be releasing additional information concerning the Code revisions. Please visit the APACMed website for updates.