

Code of Ethical Conduct

for Interactions with Health Care Professionals



The APACMed mission is to improve the standards of care for patients through innovative collaborations among stakeholders to jointly shape the future of healthcare in Asia Pacific

Contents



A. Purpose and Applicability of Code	3
B. Ethical Principles	3
1. Collaborative interactions to preserve independent decision-making and public confidence	
2. Consultancy agreements	
3. Member support of Third Party Educational Events	
4. Member-organized or supported medical technology training and education	4
5. Prohibition on gift giving and entertainment	5
6. Educational support items	
7. Evaluation Product/Samples/Demonstration Product	6
8. Research Grants and Education Grants	
9. Charitable Donations	
10. Technical support in the clinical setting	
11. Third party sales and marketing intermediaries (SMIs)	7
C. Effective Code Implementation	7
D. Appendix 1: Definition	8
D. Appendix 2: About the APACMed Code	10

Note:

Definitions of key terms are provided in Appendix 1
 Further information about the Code is provided in Appendix 2
 Further guidance is provided in the separate FAQs document

A

Purpose and Applicability of Code²

This Code² is effective as of 1 January 2016.

- **First amendment: incorporated 23 February 2017, effective 1 January 2018**
- **Second amendment: effective 1 July 2020**

APACMed¹ promotes ethical interactions between the medical technology industry and HCPs¹¹ to advance the APACMed¹ Mission. The purpose of this Code² is to facilitate ethical interactions between Members¹² and those individuals and entities that use, recommend, purchase, or prescribe medical technologies in Asia Pacific.

Members¹² commit to adhere to this standard by adopting and abiding by the ethical principles outlined in this Code². This Code² is subject to the laws of each country, province, or region and other codes² of conduct applicable to a Member¹². If a provision in law or another code² of conduct applicable to a Member¹² is more restrictive than the corresponding provision in this Code², the Member¹² shall adhere to the more restrictive provision under the law or other code² of conduct. Likewise, if a provision in this Code² is more restrictive than the corresponding provision in law or other code² of conduct applicable to a Member¹², the Member¹² shall adhere to the more restrictive provision in this Code².

B

Ethical Principles

1. Collaborative interactions to preserve independent decision-making and public confidence

- 1.1 APACMed¹ recognizes that collaborative interactions between Members¹² and HCPs¹¹ are essential to advancing medical technology and ensuring the safe and effective use of Members¹² products and services. Ultimately, such interactions are to the benefit of patients.
- 1.2 APACMed¹ is committed to ensuring that these interactions meet the highest ethical standards, preserve HCPs¹¹ independent decision-making, and reinforce public confidence in the integrity of patient care, treatment, and product and service selection.
- 1.3 All interactions with HCPs¹¹ must be:
 - (a) conducted in compliance with applicable laws and codes² of conduct;

- (b) based on the best interests of the patient; and
- (c) appropriately documented.

- 1.4 In promoting or advertising their products and services to HCPs¹¹, Members¹² must ensure that they comply with applicable laws and codes² of conduct. All statements must be true, accurate, and substantiated.

2. Consultancy agreements

Members¹² may engage HCPs¹¹ to provide bona fide services to the Member¹² or on behalf of the Member¹², examples of which include clinical research, research and development, participation on advisory boards, and training and education of other HCPs¹¹ on the safe and effective use of the Member's¹² products and services or associated procedures. The selection of HCPs¹¹ shall be based on relevant expertise and shall not be used to induce an HCP¹¹ to use, recommend, purchase, or prescribe the Member's¹² products and services. HCPs¹¹ shall be compensated at not more than the FMV⁸ for the services provided in the jurisdiction in which the HCP¹¹ regularly conducts their practice, irrespective of where the consulting service takes place. Any expenses paid or benefits provided to an HCP¹¹ shall be reasonable and appropriately documented in a written consultancy agreement specifying all services to be provided under the engagement.

3. Member¹² support of Third Party Educational Events¹⁸

- 3.1 Member¹² support of a Third Party Educational Event¹⁸ shall always preserve the independence of medical and scientific education. A Third Party Educational Event¹⁸ must primarily be dedicated to promoting medical, scientific, and educational activities and discourse, and must be initiated by the Third Party Educational Event¹⁸ organizer.
- 3.2 Any Member's¹² decision to support a Third Party Educational Event must be based on enough information to enable the Member¹² to evaluate the medical, scientific, and educational merit of the Third Party Educational Event¹⁸, as well as the appropriateness of the venue and agenda. Members¹² must not seek to inappropriately influence the program content, selection of faculty, educational methods, or materials at the Third Party Educational Event¹⁸.

3.3 Under no circumstances shall a Member's¹² support of a Third Party Educational Event¹⁸ be as an inducement to an HCP¹¹ to use, recommend, purchase, or prescribe the Member's¹² products and/or services. The nature of and the conditions attaching to a Member's¹² support of a Third Party Educational Event¹⁸ must be properly documented in writing.

3.4 Subject to Section 8 (Research Grants¹⁴ and Education Grants⁶), a Member¹² may provide an Education Grant⁶ to:

- (a) the organizer of a Third Party Educational Event¹⁸ to defray the costs of running the Third Party Educational Event¹⁸ and/or to support attendance of HCPs¹¹ at the Third Party Educational Event¹⁸;
- (b) bona fide and reputable organizations, which may or may not be affiliated with a Third Party Event Organizer, HCO¹⁰, or Professional Association¹³, that provide Education Grant⁶ administration services;
- (c) an HCO¹⁰ to support attendance of HCPs¹¹ at the Third Party Educational Event¹⁸; and/or
- (d) a Professional Association¹³ to support attendance of HCPs¹¹ at the Third Party Educational Event¹⁸.

In all cases, the Education Grant⁶ recipient must fully respect the terms of this Code² regarding Member¹² provision of Education Grants⁶.

3.5 Without limiting Section 3.4, a Member's¹² support of a Third Party Educational Event¹⁸ shall be limited to funding:

- (a) the purchase of advertising and leasing of booth space for displays and promotional activities at the Third Party Educational Event¹⁸;
- (b) the holding of Satellite Symposia¹⁶ at the Third Party Educational Event¹⁸;
- (c) registration fees to the Third Party Educational Event¹⁸;
- (d) reasonable travel to, and modest accommodation at, the Third Party Educational Event¹⁸ where out-of-town travel is required; and
- (e) incidental meals and refreshments that are modest in value and are subordinate in time and focus to the educational purpose of the Third Party Educational Event¹⁸.

3.6 Members¹² shall neither:

- (a) arrange, pay for, offer to pay for, or otherwise reimburse the expenses of any individual HCP¹¹ to attend or speak at a Third Party Educational Event¹⁸; nor
- (b) select, or influence the selection of, any HCP¹¹ to attend a Third Party Educational Event¹⁸, whether as a delegate or as faculty.

In accordance with Section 8 (Research Grants¹⁴ and Education Grants⁶), Members¹² may only support attendance of HCP¹¹ speakers, poster or abstract presenters, and delegates at Third Party Educational Events¹⁸ through provision of Education Grants⁶ under Section 3.4, provided the recipient of the grant⁶ makes an independent decision on selection of the attending HCPs¹¹.

3.7 Nothing in this Section 3 applies to Section 4 (Member-organized or supported medical technology training and education).

3.8 A Member¹² may purchase a satellite symposium¹⁶ package at a Third Party Educational Event¹⁸ and provide presentations on subjects that are consistent with the overall content of the Third Party Educational Event¹⁸. A Member¹² may determine the content of the satellite symposium¹⁶ and be responsible for speaker selection. A Member¹² may have corporate branding incorporated in such a Satellite Symposium¹⁶ and can promote the Satellite Symposium¹⁶ to its customers. A Member¹² may select faculty members¹², consultants, or its employees to speak at or to facilitate the Satellite Symposium¹⁶. Any meals or hospitality provided must comply with the provisions of Section 3.5(e).

4. Member-organized or supported medical technology training and education

4.1 Members¹² may provide or support training and education to HCPs¹¹ on product specific technology deployment, use, and application to facilitate the safe and effective use of medical technologies. Members¹² may also provide or support education to HCPs¹¹ on topics concerning or associated with the use of their medical technologies. Examples of training and education programs include "hands-on" training sessions, workshops, lectures, and product presentations. Training and education shall be conducted by qualified personnel, who may include Members¹² employees with appropriate technical expertise or personnel of a reputable third party.

4.2 Training and education programs shall be conducted in venues that are conducive to the transmission of education and training and are selected based on their suitability for the proposed program and for the convenience of attendees. Appropriate venues may include HCPs¹¹ premises, the Member's¹² premises, or other clinical, laboratory, educational, or conference training facilities (including hotel conference rooms), depending on the nature of the program. The venue must not be selected because of its entertainment, leisure, or recreational facilities.

4.3 To assist HCPs¹¹ attending training and education programs, Members¹² may fund the costs of individual HCPs¹¹ reasonable travel, modest accommodation, and incidental modest meals and refreshments. Members¹² must not provide, pay for, or arrange recreation activities or entertainment for participating HCPs¹¹, nor shall Members¹² provide, pay for, or arrange travel, accommodation, meals, or refreshments for spouses or other guests of participating HCPs¹¹.

4.4 As a limited exception to Section 3.6, which is the general prohibition against direct sponsorship⁵ of HCPs¹¹ to Third Party Educational Events¹⁸, a Member¹² may support an HCP's¹¹ attendance at a Third Party Procedure Training¹⁹ either:

- (a) by selecting the HCP¹¹ and directly covering the costs of their attendance;
- (b) via an Education Grant⁶ to the HCO¹⁰ which employs the HCP¹¹ selected by the Member¹²; or
- (c) via an Education Grant⁶ to the HCO¹⁰ to cover the costs of one or more of its employed HCPs¹¹ to be selected by the HCO¹⁰ to attend the Third Party Procedure Training¹⁹.

Members¹² providing support to enable an HCP¹¹ to attend a Third Party Procedure Training¹⁹ under the options listed in this Section 4.4 shall do so strictly in accordance with the following:

- (i) For option (a), the Member¹² shall directly pay for registration, travel and hospitality, in accordance with its policies and procedures, and Section 3 of this Code²; and

- (ii) Education Grants⁶ must be provided in accordance with Section 8, except that Members¹² may propose to HCOs¹⁰ the participation of individual HCPs¹¹ to attend a Third Party Procedure Training¹⁹, in accordance with option (b) above.

The Member¹² must apply the requirements governing conduct, attendance, and relevance for the HCP's¹¹ professional practice at the Third Party Procedure Training¹⁹ in accordance with the rules of the country of the practicing HCP¹¹ and comply with all applicable laws and codes² of conduct applicable in the country where the training is being conducted. Before supporting the attendance of an HCP¹¹ at a Third Party Procedure Training¹⁹, the Member¹² must familiarize itself with FAQ 24 and be satisfied that such support does not result in a breach of Section 3.6, being the general prohibition against direct sponsorship⁵ of HCPs¹¹ to Third Party Educational Events¹⁸.

5. Prohibition on gift giving and entertainment

Gifts may never be given to an HCP¹¹, directly or indirectly, including gifts of cash, cash equivalents such as gift cards/certificates, tobacco, or alcohol. Members¹² must neither provide nor arrange recreation activities or entertainment for HCPs¹¹. Recreation activities and entertainment include theatre, sporting events, golf, skiing, hunting, and leisure or vacation trips. This Section 5 is not intended to address the legitimate practice of providing educational support items covered in Section 6 (Educational support items) and appropriate Evaluation Product⁷, Samples¹⁵, and Demonstration Product⁴ covered in Section 7 (Evaluation Product⁷/Sample¹⁵/Demonstration Products⁴).

6. Educational support items

Members¹² must ensure that sales of products and services are never made based on an HCP¹¹ receiving anything of value from a Member¹². Members¹² may occasionally provide to HCPs¹¹ branded or non branded items of minimal value, in addition to medical textbooks, medical journals, and anatomical models. These items must serve a genuine educational function relating to the HCP's¹¹ practice or otherwise benefit patients.

7. Evaluation Product⁷/ Samples¹⁵/ Demonstration Product⁴

A Member¹² may provide medical technology products to HCPs¹¹ free of charge for evaluation and demonstration purposes, provided that:

- (a) they are not given or intended as an improper inducement;
- (b) only reasonable quantities of evaluation products⁷ are supplied to HCPs¹¹ to familiarize them with the products and enable them to gain experience with the products in their practice;
- (c) they are only provided in quantities and/or for a duration that is reasonably determined to enable adequate evaluation by the HCP¹¹;
- (d) they are appropriately documented and accounted for by the Member¹², including to minimize any risk of the HCP¹¹ being able to financially benefit from the products; and
- (e) if not meant for human use or diagnostics purposes, they are marked "Not for human use" or "Not for diagnostic purposes" or with similar language to indicate that the products are solely for demonstration purposes and that they cannot be sold or used for human clinical studies or routine patient management.

8. Research Grants¹⁴ and Education Grants⁶

A Member¹² may provide Research Grants¹⁴ and Education Grants⁶ provided that the Member¹²:

- (a) adopts objective criteria for providing the Research Grants¹⁴ and Education Grants⁶;
- (b) implements appropriate procedures to ensure that Research Grants¹⁴ and Education Grants⁶ are not conditional on the use, recommendation, purchase, or prescription of the Member's¹² products and services; and
- (c) ensures that the recipient of a Research Grant⁹ or Education Grant⁶ makes an independent decision on application of the Research Grant¹⁴ or Education Grant⁶ and/or the selection of any beneficiary thereof.

Research Grants¹⁴ may only be used to support independent medical research with scientific merit or health care policy development, provided that such activities have well defined objectives and milestones. Education Grants⁶ may only be made to advance patient care, for medical education of medical students, residents, fellows participating in fellowship programs, or other medical personnel, or for educating the public on health care issues.

9. Charitable Donations³

Members¹² may make Charitable Donations³ of money, products, or services for charitable or other philanthropic purposes, or sponsor events where the proceeds are intended for charitable purposes, unless the Charitable Donation³ is prohibited under applicable laws or codes² of conduct. Charitable Donations³ shall be made to bona fide non-profit entities, charitable organizations, missions supporting charitable projects, and to other organizations supporting charitable projects. A Charitable Donation³ must not be targeted to HCPs¹¹, nor used as encouragement or as a reward for an HCP¹¹ using, recommending, purchasing, or prescribing a Member's¹² products or services. All Charitable Donations³ shall be appropriately documented.

10. Technical support in the clinical setting

Member¹² representatives may play an important role in the clinical setting by providing technical support on the safe and effective use of their medical technologies and products. For example, Member¹² representatives may need to explain how a product's unique settings and technical controls function and may make recommendations to HCPs¹¹ responsible for patient care. Member¹² representatives may also assist HCPs¹¹ and HCOs¹⁰ in a clinical, operating room, laboratory, or other setting to ensure that the appropriate range of necessary devices and accessories are available during a procedure, especially when dealing with medical technologies and products that involve multiple devices and/or accessories.

All interactions by Member¹² representatives with HCPs¹¹ and HCOs¹⁰ must comply with all applicable laws, regulations and local industry codes². In addition, when providing technical support to HCPs¹¹ and/or HCOs¹⁰ in all settings, Members¹² and their representatives should:

- (a) enter and be present in a clinical or other patient care setting only at the request of and under the supervision of HCPs¹¹ or other HCO¹⁰ personnel;
- (b) be transparent that they are acting on behalf of the Member¹² in a technical support capacity;
- (c) adhere to applicable hospital or facility policies and requirements, including patient privacy and credentialing requirements; and
- (d) not compromise or interfere with an HCP's¹¹ independent clinical decision-making.

11. Third party sales and marketing intermediaries (SMIs¹⁷)

To ensure and improve ongoing patient and clinician access to innovative, reliable, and effective medical technologies, it is often necessary for Members¹² to engage SMIs¹⁷ to assist in the marketing, sale, and/or distribution of the Member's¹² products or services.

It is essential that a Member's¹² interactions with SMIs¹⁷, as well as SMIs'¹⁷ conduct on the Member's¹² behalf (including the SMI's¹⁷ interactions with HCPs¹¹ or governmental officials) are conducted pursuant to all applicable laws and ethical principles, and the provisions of this Code².

Members¹² are encouraged to adopt compliance measures for management of SMIs¹⁷ as part of their overall compliance program. Considering various risk factors, as well as local applicable laws, regulations or professional codes², where relevant, such measures may include the following:

- (a) a written policy/procedure on engaging SMIs¹⁷;
 - (b) risk assessments;
 - (c) due diligence;
 - (d) written contracts;
 - (e) training and education;
 - (f) audit and monitoring; and
 - (g) taking appropriate corrective action as warranted.
- (5) institute appropriate internal monitoring and auditing mechanisms;
 - (6) create safe mechanisms for, and encourage, employees to raise concerns; and
 - (7) require that SMIs¹⁷ agree to conduct their interactions in accordance with applicable laws and ethical principles at least as restrictive as those contained in this Code².

C Effective Code² Implementation

To ensure effective implementation of these Code² principles, each Member¹² shall:

- (1) appoint a senior executive responsible for oversight of the Member's¹² compliance with this Code²;
- (2) adopt practical, useful, and meaningful policies, guidance, and tools intended to ensure compliance with the Code²;
- (3) provide effective and ongoing training and education on the Code² and on ethical conduct for interactions with HCPs¹¹;
- (4) ensure that senior management and the Member's¹² board of directors or other governing body have expressly committed to support the Code²;

D

Appendix 1: Definitions

1. APACMed

means the Asia Pacific Medical Technology Industry Association.

2. Code

means this APACMed¹ Code of Ethical Conduct for Interactions with Health Care Professionals (including the Appendices).

3. Charitable Donation

means the provision of cash, equipment, Member¹² or third party product for exclusively charitable or philanthropic purposes and/or to benefit a charitable or philanthropic cause. Charitable Donations may only be made:

- on an unrestricted basis; and
- to bona fide charities or other non-profit entities or bodies.

In the case of the latter, the charity/non-profit entity/body must have genuine charitable or philanthropic objectives and/or purposes.

4. Demonstration Product or Demos

means either single-use or multiple-use products provided free of charge by or on behalf of a Member¹² to HCOs¹⁰ or HCPs¹¹ who are equipped and qualified to use them. Demos are supplied solely for the purpose of demonstrating safe and effective use and appropriate functionality of a product and are not intended for clinical use. Demos do not include the following:

- Samples¹⁵;
- Evaluation Products⁷;
- products provided at no charge as part of a Charitable Donation³ or as part of a Research Grant¹⁴ or Education Grant⁶; or
- products provided at no additional charge as part of the overall purchase price in a commercial supply arrangement, e.g. as part of an agreed discount arrangement, or as substitute products provided pursuant to a warranty agreement.

5. Direct Sponsorship

means the practice of a Member¹² supporting attendance by an individual HCP¹¹ selected by that Member¹² at a Third Party Educational Event¹⁸. As from 1 January 2018, this practice has been prohibited under this Code².

6. Education Grant

means the provision by a Member¹² of funding or product (including third party product) or other in-kind support to:

- an HCO¹⁰ by or on behalf of a Member¹² on a restricted basis;
- a Professional Association¹³;
- the organizer of a Third Party Educational Event¹⁸ to defray the costs of running the Third Party Educational Event¹⁸ and/or to support attendance of HCPs¹¹ at the Third Party Educational Event¹⁸; and/or
- bona fide and reputable organizations, which may or may not be affiliated with an HCO¹⁰, Professional Association¹³, or a Third Party Event Organizer, that provide Education Grant administration services.

In all cases, the Education Grant⁶ must be provided solely for the support and advancement of continuing medical education of HCPs¹¹, patients, and/or the public. Such education must be on clinical, scientific, and/or health care-related topics relevant to the therapeutic areas in which the Member¹² is interested and/or involved.

7. Evaluation Product

means either single-use or multiple-use product and/or equipment provided free of charge to an HCO¹⁰ by or on behalf of a Member¹² for the purpose of obtaining user feedback over a defined period of use when used within the scope of the intended purpose, strictly in accordance with any necessary authorization in the jurisdiction where the Evaluation Product is used. Evaluation Products do not include the following:

- Demos⁴;
- Samples¹⁵;
- product provided free of charge as a Charitable Donation³, Research Grant¹⁴, or Education Grant⁶; or
- product provided free of charge as part of the overall purchase price in a commercial supply arrangement, e.g. as part of an agreed discount arrangement, or as replacement product supplied pursuant to a warranty agreement.

8. FMV

means the fair market value for engaging the services of an HCP¹¹ or other third party.

9. Grant

means either an Education Grant⁶ or a Research Grant¹⁴, or both.

10. HCO

means “healthcare organization”, being a body or legal entity that is a health care, medical, or scientific organization or institution which may have direct or indirect influence on the purchase or acquisition of medical technology, products, and/or services.

11. HCP

means “health care professional” and includes any individual who recommends, prescribes, procures, supplies, administers, uses, or determines the purchase or lease of (directly or indirectly) medical technologies, products and/or related services. HCP includes any individual who may have a clinical or non-clinical role, may be a government official, or employee or representative of a governmental or quasi-governmental agency, or other public or private sector organization. Examples of HCPs include physicians, nurses, midwives, pharmacists, dentists, technicians, laboratory scientists, researchers, research coordinators, or procurement professionals.

12. Member

means a company and/or a corporate member that develops, manufactures, sells, markets, or distributes medical technologies and or products within Asia Pacific which has joined and is part of APACMed¹.

13. Professional Association

means a regional, national, or specialty clinical or other professional body representing HCPs¹¹.

14. Research Grant

means the provision by or on behalf of a Member¹² of funding, products/equipment, and/or in-kind services to any organization that conducts research. The grant⁹ must be made for the sole, restrictive purpose of supporting the development or furtherance of bona fide, scientifically valid and legitimate research by the recipient. The purpose of the grant⁹ must be to advance medical, scientific, and health care knowledge, medical technologies, and/or clinical techniques designed to improve patient outcomes.

15. Sample

means single-use or multiple-use products provided free of charge by or on behalf of a Member¹² to HCOs¹⁰ or HCPs¹¹ who are equipped and qualified to use them in order to enable HCPs¹¹ to familiarize themselves with the products in clinical use. Samples do not include the following:

- Demos⁴;
- Evaluation Products⁷;
- products provided at no charge as part of a Charitable Donation³, Research Grant¹⁴, or Education Grant⁶; or
- products provided at no additional charge as part of the overall purchase price in a commercial supply arrangement, e.g., as part of an agreed discount arrangement or as replacement products supplied pursuant to a warranty agreement.

16. Satellite Symposium

means a Member-organized and sponsored program that is held at a Third Party Educational Event¹⁸, which is included in the official agenda of the Third Party Educational Event¹⁸.

17. SMI

means a third party sales and marketing intermediary, being individuals or organizations engaged by a Member¹² to assist them in the marketing, sale and/or distribution of their products or services. They may include distributors, logistics providers, wholesalers, distribution or sales agents, marketing agents, consultants, brokers, commissioner commercial agents, and independent sales representatives with which the Member¹² has a direct contractual relationship. They are not employees of a Member¹².

18. Third Party Educational Event

means a conference, gathering, 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 health care, and organized by a Professional Association¹³, HCO¹⁰, or by a bona fide, certified medical or other professional education provider.

19. Third Party Procedure Training

means a type of Third Party Educational Event¹⁸ that is primarily intended to provide HCPs¹¹ with information and training on the safe and effective performance of one or more clinical procedures in circumstances where the information and training concern:

- specific therapeutic, diagnostic, or rehabilitative procedures, namely clinical courses of action, methods, or techniques; and
- practical demonstrations and/or training for HCPs¹¹, where most of the training program is delivered in a clinical environment.

The singular includes the plural and vice versa, unless the context plainly requires otherwise.

E Appendix 2: About the APACMed¹ Code²

Founded in 2014, APACMed¹ is the first and only regional association to provide a unified voice for the medical technology industry in Asia Pacific. APACMed¹ works proactively with bilateral, regional, and local government bodies to shape policies, demonstrate the value of innovation, and promote regulatory harmonization. APACMed¹ engages with medical device associations and companies in Asia Pacific to jointly advance regional issues, codes² of ethics, and to share best practices.

The purpose of the Code² is to facilitate ethical interactions between Members¹² and HCOs¹⁰ and HCPs¹¹. Members¹² commit to adhere to this standard by adopting and abiding by the ethical principles outlined in the Code².

APACMed¹ recognizes that collaborative interactions between Members¹² and HCOs¹⁰ and HCPs¹¹ must meet the highest ethical standards, preserve HCPs¹¹ independent decision-making, and reinforce public confidence in the integrity of patient care, treatment, and product and service selection.

All interactions with HCPs¹¹ must be:

- conducted in compliance with applicable laws and codes² of conduct;
- based on the best interests of the patient; and
- appropriately documented.

The Code² has been under regular review since the first version came into force on 1 January 2016. In February 2017, the APACMed¹ Board revised the Code² to no longer permit Members¹² direct sponsorship⁵ of individual HCPs¹¹ to Third Party Educational Events¹⁸ as of 1 January 2018, and the Code² was amended accordingly. In light of recent amendments to the AdvaMed Code², the MedTech Europe Code², and other codes² of ethics that apply to many Members¹² both within Asia Pacific and globally, the APACMed¹ Legal/Ethics & Compliance Committee formed a Code² Revision Subcommittee in 2019 to review developments globally, review the current Code², and recommend to the APACMed¹ Board amendments to the Code². This resulted in a revised Code² being adopted by the APACMed¹ Board in July 2020.

This version of the Code², effective on 1 July 2020, includes further clarification around Satellite Symposia¹⁶ (Section 3.8), and three new provisions concerning:

- Member¹² support of Third Party Procedure Training¹⁹ (Section 4.4);
- Technical support in the clinical setting (Section 10);
- Third party sales and marketing intermediaries (SMIs¹⁷) (Section 11).

Included in the Code² are expanded FAQs. The Code² Revision Subcommittee will continue to monitor global trends in HCP¹¹ codes² of ethics globally and be responsive to developments in the industry and particularly in Asia Pacific.

Code of Ethical Conduct for Interactions with Health Care Professionals

Founded in 2014, the Asia Pacific Medical Technology Association (APACMed 亚太医疗技术协会) is the only regional association to provide a unified voice for the medical technology industry in Asia Pacific.

APACMed works proactively with bilateral, regional and local government bodies to shape policies, demonstrate the value of innovation and promote regulatory convergence.

Learn more about the association at
www.apacmed.org



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