



ADVANCING INNOVATION RESPONSIBLY



SPONSORSHIPS – HOW WILL THEY WORK?

SAMED CODE – CHAPTER 1: GENERAL CRITERIA FOR EVENTS

- ❖ Can invite HCPs to company events + third party organized educational events, conferences, procedure training
- ❖ Pay attention to:
 - Event program
 - Location and venue
 - Reasonable hospitality + travel
 - Guests (not allowed!)

NOTE: From 1 Jan 2018, direct sponsorship of HCPs to third party arranged events is prohibited



SAMED CODE – CHAPTER 2: COMPANY EVENTS

- ❖ Product + procedure training
- ❖ Sales, promotional, product launches + other business meetings
- ❖ Pay attention to:
 - General criteria for events
 - Relevant HCPs attend + knowledgeable trainers
 - Legitimate business purpose
 - Take place at / close to HCP place of business (promotional)



HOW DOES THIS WORK IN PRACTICE?

- ❖ Meet Dr Meisie du Toit, orthopaedic surgeon extraordinaire, in conversation with:
- ❖ Valentina Ramsay, keen sales specialist at Orthopaedics R US



LET'S RECAP

- ❖ Transparency is a key principle of HCP interactions in the new Code
- ❖ Appropriateness is a driver: attendance, trainer knowledge / expertise, program, venue, hospitality + travel
- ❖ Code applies to all SAMED member companies

