



Promotional items, Gifts  
Items of medical utility  
Competitions



**SAMED**

south african medical device industry association

advancing **innovation** responsibly

# Hot or NOT?



Clock in Theatre

# Hot or NOT



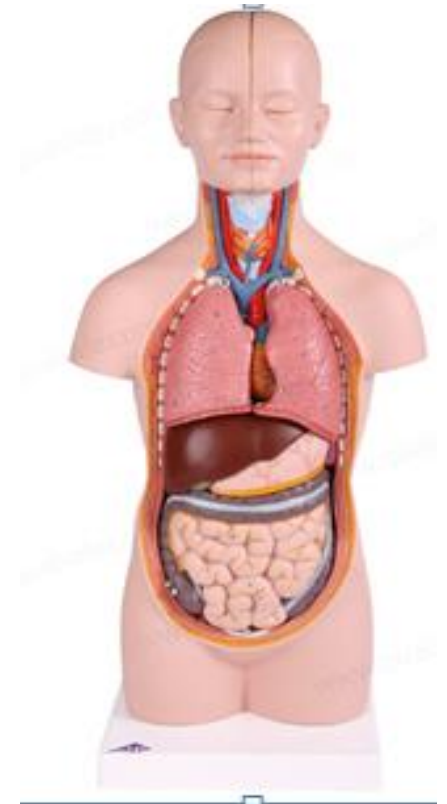
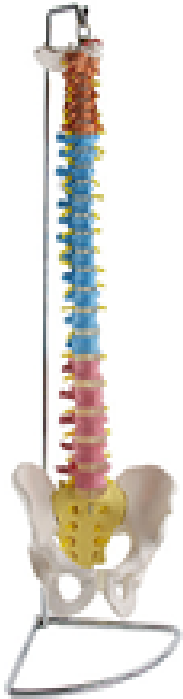
Mugs

# Hot or NOT?



**Power bank for mobile phone**

# Hot or NOT?



Anatomical Models

# Hot or NOT?



Scrub suits and caps



# From the Code – GIFTS



## Chapter 3: General principles

There should be **no personal enrichment** of HCPs or other healthcare providers. No gift, benefit in kind, rebate, discount, kickback or any other pecuniary advantage shall be offered or given to members of the health professions, administrative staff, government officials or the general public as an inducement to prescribe, lease, loan, supply, stock, dispense, administer or buy any health product.

# From the Code – GIFTS



## Chapter 3. Section 2

### Promotional aids

Occasional items to HCPs, appropriate administrative staff, sales and other staff are acceptable provided that they are:

- Inexpensive and of modest intrinsic value
- Not for personal use eg. no entertainment CDs/DVDs, electronic items for entertainment, tickets to attend sporting events or other forms of entertainment.
- Educational and/or of scientific value, benefit the patient and/or be relevant to the practice.
- No cash or cash equivalents (eg. vouchers) are allowed

It is permissible to brand promotional aids. (proprietary name of the product, trademark, company name/logo, product name/logo).



# From the Guidelines - Gifts



## Gifts - Items of general utility

Items of general utility which have been held to be acceptable modest gifts to doctors as being inexpensive/modest and of relevance to their work include but are not limited to:

- Stationary items, such as pens, Note Pads
- Calendars and Diaries
- Clinical items such as Nail brushes, surgical gloves and tourniquets
- Computer accessories for business use
- Desk clocks

**The value of gifts should not exceed R300 inclusive of VAT**

Food, alcohol and items which are primarily for use in the home or car are not appropriate as they are not related to the HCP's practice nor are they for the benefit of patients.

# From the Guidelines - Gifts



## Items of medical utility

- Scientific medical reference books
- Journals
- Periodicals and
- Anatomical models intended for teaching or patient benefit

## Permitted values

Scientific medical reference books, journals and periodical - for individual practicing HCP or practices, it should not exceed **R2 500 inclusive of VAT/year** and

For training or academic institutions, it should not exceed **R10 000 inclusive of VAT/year**

For anatomical models, it should not exceed **R5 000 inclusive of VAT/year** per individual practicing HCP or practices

**Cultural courtesy gifts** - member companies may not give gifts pertaining to cultural, religious or national events.

# From the Code - Gifts



## Chapter 3. Section 5 Competitions

Competitions should fulfil the following criteria:

- Based on medical/product knowledge
- Individual prizes or educational items offered should benefit the patient and / or be relevant to the practice
- The prize cannot comprise of cash or a cash equivalent (eg vouchers).
- Entry into a competition must not be dependent upon prescribing, ordering or recommending of a product
- No cash or cash equivalents are allowed for completion of a survey
- If the prize is congress sponsorship, it will cover *bona fide* conference fees, accommodation and travel for the winner only.

Maximum value for competition prizes:

- The total value of the prizes for a consumer competition must not exceed **R100 000 incl VAT**; and each individual prize may not exceed **R5 000 incl VAT**. (including value of donation).
- The value of the prize for a HCP must not exceed **R2 000 incl VAT** / event or promotional activity, if the prize is congress sponsorship, it may only cover bona fide conference fees, accommodation and travel for the winner only. **Note, that as of 1 January 2018, conference fees, etc for an HCP is prohibited in line with the prohibition of direct sponsorship of HCPs to third party arranged events.**

Questions?