



Sponsorships – how will they work?



SAMED

south african medical device industry association

advancing **innovation** responsibly

- **SAMED Code – Chapter I: 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

- Questions?