

Chapter	Main provisions												
1: General criteria for events	All events must fulfil a clear educational and/or device-marketing purpose that is evident in the programme and the choice of venue. Recreational and leisure activities disguised as educational and/or marketing events are prohibited. Direct sponsorship of an HCP to attend third-party-organised events is prohibited. Instead, management of grants must be channelled through a professional conference organiser or a professional society. Direct sponsorship to company arranged product training and third-party organised procedure trainings is allowed, provided it complies with set guidelines.												
2: Company events													
3: Promotional items, items of medical utility, gifts and competitions	Leisure or entertainment-related gifts cannot be given to HCPs. Items of medical and scientific utility are allowed, as are inexpensive and educational branded promotional items. Competitions are allowed provided that entry is not dependent on prescribing, ordering or recommending a product and include an educational component.												
	<table border="1"> <thead> <tr> <th colspan="2">Promo/Medical Utility Item</th> <th colspan="2">Scientific book/journal/periodical</th> <th colspan="2">Competitions</th> </tr> </thead> <tbody> <tr> <td>HCP: R300/item</td> <td>Dept./Unit: R1000/item</td> <td>HCP: R2500 pa</td> <td>Academic Institute: R10 000 pa</td> <td>Consumer: R5000 Total Prize: R100 000</td> <td>HCP/HCO: R2000</td> </tr> </tbody> </table>	Promo/Medical Utility Item		Scientific book/journal/periodical		Competitions		HCP: R300/item	Dept./Unit: R1000/item	HCP: R2500 pa	Academic Institute: R10 000 pa	Consumer: R5000 Total Prize: R100 000	HCP/HCO: R2000
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4: Charitable donations	Donations are permitted to bona fide charities and non-profit organisations dedicated to charitable, philanthropic and scientific purposes. No conditions relating to the recommendation, procurement or use of the donor company's products should be attached. The onus is on the company to adequately assess and document the donation so that it cannot be perceived as inappropriate inducement. Maximums including VAT outlined below:												
5: Arrangements with consultants	Medtech companies may contract HCPs as consultants for research, product development, participation in advisory boards and presenting at company events, provided the contracting follows prescribed parameters that reduce the risks of inappropriate recommendation, procurement or use of a company's products / services.												
6: Demonstration products and samples	Companies may provide demonstration products and samples at no charge in order to enable HCPs to make decisions about using or procuring the products. Provision of such products may not lead to inappropriate inducement to recommend, procure or use the products.												
7: Loan or placed equipment	Specific provisions direct the sale, loan or placement of equipment with an HCP, where the contract between the medtech supplier and the HCP includes the purchase of consumables / disposables associated with the equipment.												
8: Bonusing, rebates and inventive schemes	Companies may not offer a bonus, free goods or other incentive scheme deemed to be perverse to an HCP in relation to the acquisition of goods and services in contravention of regulations issued in terms of the Medicines and Related Substances Act.												
9: Royalty arrangements	Royalty arrangements between companies and HCPs are permitted when an HCP has made a significant innovative contribution to the development of a product or method. Payment of royalties in exchange for intellectual property should not be conditioned by the use, purchase or marketing of the products by the HCP.												
10: Patient registries	Registries may not be disguised as promotion, and should be of scientific and/or healthcare policy merit. Remuneration to HCPs who provide information to registries must be reasonable, of fair market value and related to the work performed.												
11: Reimbursement information & other economic data	Payment by companies to HCPs for assistance with marketing, formulary or similar data is governed by a number of rules, including: the information is of legitimate and lawful use; the payment is not conditioned to HCP recommending or using the company's products; and the payment should be adequately documented.												
12: False claims regarding reimbursement	Companies are prohibited from suggesting mechanisms for billing for services that are not medically necessary, or for engaging in any fraudulent practice to achieve inappropriate reimbursement, such as encouraging someone else to make an invalid claim.												
13: Company representatives	Company representatives are obliged to conduct the promotion of a medical device in a professional manner, and are not permitted to disparage any opposition products. They must be appropriately trained by the company in order to provide precise and complete information on products/procedures. Particularly strict rules apply to company representatives' presence in a clinical environment. These direct the training, attire and permitted behaviour of reps within such environments.												
14: Advertising and promoting medical devices	Products must be advertised and marketed in a manner that correctly represents their use/application, conforms to relevant laws and regulations, is not misleading and does not pose a risk to the public nor to the reputation of the medtech industry.												