



Sponsorships – how will they work?

The Medical Device Code of Ethical Marketing and Business Practice

December 2020

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: Direct sponsorship of HCPs to third party arranged events is prohibited

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