Template letter for SAMED members to use in response to requests for entertainment / recreation support

Date (*to be completed by Member company*)

To: (*to be completed by Member company*)

Address (*to be completed by Member company*)

Dear Sir/Madam,

RE: REQUEST FOR FUNDING/SPONSORSHIP

Thank you for your request, dated (*to be completed by member company*) appealing for (*to be completed by member company*). Due to (*add member company name*) compliance with the Medical Technology Code of Ethical Marketing and Business Practice (the Code), we hereby advise that we are not able to assist with this request for funding/sponsorship. The Code governs interactions with Healthcare Professionals (HCPs) and Healthcare Organisations (HCOs), and in accordance with the provisions of the Code, member companies may not support Events that are not *bona fide* medical educational Events.

In terms of the Code, SAMED Member company support of social, sporting and/or leisure activities or other forms of entertainment in relation to Healthcare Professionals is not permitted. If offered at an educational Event, such activities must be outside of the educational programme schedule; paid for separately by the Healthcare Professional; and should not dominate or interfere with the overall scientific content of the programme. Thus, yearend functions, religious celebrations and any standalone entertainment Events cannot be sponsored by our company.

In this regard, we refer you to the following excerpts from the Code:

*Part 1: Interactions with HCPs, Chapter 1 General criteria for events Clause 2: Prohibition on Entertainment and Recreation*

*Member companies may not provide entertainment or recreation to Healthcare Professionals in any form. A Member company shall not provide or organise Events which include social, sporting and/or leisure activities or other forms of entertainment, nor support such elements which form part of third-party organised educational Events.*

*Social Events, such as anniversaries, religious occasions or other similar Events may not be supported by SAMED member companies, neither as stand-alone Events nor as part of third-party organised Events. For the avoidance of doubt, member companies are not permitted to not invite Healthcare Professionals to attend such an Event at the Member company’s expense.*

The Code may be accessed on the SAMED [Medical Technology Code](https://samed.org.za/medical-device-code/) website page.

We do hope that you understand and accept our position on this issue and would like to take the opportunity of wishing you a successful function. Please be assured of our continued commitment to providing the highest possible levels of customer service and care.

Yours sincerely,

(*Company designated person to complete/sign*)