

# Reminder of rules relating to working with Healthcare Professionals

## The principle of prohibiting undue or improper advantages to influence Healthcare Professionals' decision

It is prohibited for Industry to give directly or indirectly undue advantage in order to influence HCPs' judgement.

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It is prohibited for HCPs to accept such advantages.

HCPs should not be unduly influenced by the industry in their decision of prescribing, using and recommending a medical device or medication.



**All decisions should be in the best and only interest of the patient.**



## The legal basis of the rules

- NHS Guidance on managing conflicts of interest 2017: Recommendations on how to avoid conflicts of interest when working with industry
- ABHI 2013: Published standards for working with HCPs
- United Kingdom Bribery Act (UKBA) 2010: Strict regulations on what constitutes bribery: a person improperly performs their function or activity for an advantage
- Remuneration will be paid at Fair Market Value (FMV)

## In practice – what does it mean for you?



### Industry organised meeting: must be

- Scientific/educational
- In an appropriate setting for exchanging information



### Hospitality and transportation

- Modest and reasonable
- No luxury hotels, golf or spa resorts
- Linked to the purpose of the meeting
- Linked directly to the meeting length - and cannot be extended for the purpose of sightseeing
- No transportation or hotel fees can be supported by industry, for meetings which are purely promotional – e.g. product launch



### Contracts and speaking agreements

- Should be in writing with details of the assignment
- Remuneration will be paid at Fair Market Value (FMV)



### Gifts

- Must be related to medical practice
- Must be valued at £5 or less
- No flowers, wine, chocolates, perfume
- No cash or cash equivalent (e.g. gift card)

**Please note all Hollister Staff are regularly trained on both MedTech and Local Guidelines, and are available to answer any questions you may have.**

# Understanding the upcoming changes with MedTech Europe

## What is MedTech?

MedTech Europe is a European professional association representing the medical device and diagnostic industries operating in Europe.

MedTech Europe is committed to a high level of ethical business practices and have put in place strict guidelines to advise their members, in particular, on how to collaborate ethically with healthcare professionals (HCPs) MedTech Europe is currently implementing stricter standards which impact both industry and HCPs.



## Samples

Hollister, as a member of MedTech Europe are under obligation to inform HCPs, in writing, that the samples delivered are Free of Charge.

The quantity of samples provided should be reasonable, and only necessary to familiarise yourself or your patients with the safe and effective use of the product.

In future, please be aware all samples you receive from Hollister, will come with an email confirmation.

## End of Direct Sponsorship (direct support) for conference attendance

As of January 1<sup>st</sup> 2018, members of MedTech Europe cannot directly support HCPs' attendance at a Third Party Congress.

**Example:** financial support to participate attendance at ASCN or BAUN (transport, accommodation and registration fees).

The support must be indirect, meaning that it has to go to an institution or an organisation (e.g. hospital, congress organiser) who will choose the recipient of the support given by industry.

This does not apply to events which are organised directly by industry (e.g. Ostomy Care Confidential, Hollister Leadership Programme) or to educational support as part of a Sponsorship Tender agreement.



### Direct Sponsorship



### 2018 Educational Grants

Stronger Rules

Members of MedTech Europe cannot book or pay for logistical arrangements at a third party event.

The HCP should request their attendance at a conference directly with their hospital, or HCP Association, or the congress organiser.

The organisation can then request funding from Hollister which will be submitted to our internal Hollister Educational Grant Committee.

**All educational grants will be disclosed on the MedTech Europe website:**

<https://www.ethicalmedtech.eu/transparent-medtech/>