Lessons Learned In Medical Device Sector Voluntary Code Implementation and SME Challenges”.

Preecha Bhandtivej
President of THAIMED
1989  Formed the Association &
       Code of Ethics had been announced

1990  First Announcement of The Medical Council of
       Thailand ’s Code of Ethics

2002  Universal  Medical Coverage Scheme had been
       launched by National  Health Security Office ( NHSO)

2005  E-Government Procurement launched by the
       Government

2006  Announcement of The  Medical Council of Thailand ’s
       Code of Ethics re. Interaction between HCPs and
       industry of health products

2011  Office of the National  Anti-Corruption Commission
       Announcement
Activities & Implementations

1989 - THAIMED’s Code of Ethics had been announced

2006 - Formed the Working Group to draft “Code of Sales and marketing Practices”


2010 - “Business Ethics for APEC SMEs” in Gifu, Japan

- Submitted a Petition Letter to the Prime Minister Re. Collection Charges and Hospital Welfare
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<th>Year</th>
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| 2011 | - APEC Expert Working Group to formulate the Kuala Lumpur Principles for Voluntary Codes of Business Ethics in the Medical Device Sector  
- Co-operated with The Thai Chamber of Commerce on several “Anti-Corruption Projects”  
| 2012 | - Member of “Watch Dog” Thai Chamber of Commerce Program for Anti-Corruption  
- APEC Workshop to Draft Voluntary Codes of Business Ethics for the Medical Device Sector |
Thai Medical Device Technology Industry Association, THAIMED, has officially announced to all members the “Code of Sales and Marketing Practices” on interactions with Health Care Professionals to facilitate industry’s ethical business practices since October 2008.

THAIMED’s Code recognizes the importance of these interactions and provides a roadmap for ethical business practices and socially responsible industry conduct when member companies and Health Care Professionals partner to advance the medical care in Thailand.

THAIMED voluntarily adopts this Code of Sales and Marketing Practices to ensure adherence to ethical standards and compliance with applicable local laws. All THAIMED members have an obligation to abide by the Code in their interactions with Health Care Professionals.

Since medical device manufacturers and medical practitioners in Thailand are aware of the Code of Sales and Marketing Practices, THAIMED has successfully raised the ethical standards of the industry and fostered a culture of integrity and professionalism.

THAIMED has been collaborating with various medical device manufacturers and health care professionals to promote ethical practices in the medical device industry.

THAIMED continues to work closely with regulatory authorities and health care professionals to develop and maintain ethical standards for the medical device industry in Thailand.
Lessons

1) Learn from other countries (AdvaMed, Eucomed) and try to modify to meet our local practice
2) Every one involved
3) Learn and listen to each other
4) Brainstorm & get feedback from members.
5) Reviews the drafts
6) Come with common understanding & agreed.
7) Question & Answer
8) Explain & discussion
9) Check with the local law, acts, announcement
   make sure that no conflict
10) Distribute /Explain to all members
11) Present to Thai Medical Councils of Thailand, Royal College, Medical Association, Medical Society, Hospital Director, Purchasers and all HCP
Thai Medical Council’s Code of Ethics

• Section 8

• Practice when being in a relationship with health product business operator

• 41) The medical profession shall not accept payment offered by the business operator in any circumstances excluding the compensation for being consultant, academic lecturer and research scholar.

• 42) The medical profession shall not accept gift, service or entertainment whose values exceed 3,000 baht from the business operator in any circumstances. However, it is allowed to accept things that are beneficial for academic works leading to favorable service for patients; the process should be done in the name of the institute the medical profession works for.

• 43) When the medical profession accepts the fund offered by the business operator for the purpose of business visit tour, meeting participation or lecturing either domestically or internationally, he/she is allowed to accept budget for traveling, registration, food and accommodation and lecturing service fee for himself/herself only; the budget is limited to the period of business visit tour, meeting and lecture.
Lessons

- Several surveys among THAIMED members
- Several questions from Members concerning CSMP
- Published Advertising Code of Sales and Marketing Practice’s Posters to public
- Projected “Members Visiting”
- Projected “High Ranking Officials Visiting”
- Limited some un-transparency payments
- THAIMED more acknowledged
THAIMED Code of Sales and Marketing Practices
Thai Medical Device Technology Industry Association

2nd Edition
November 2011
Challenges

- Amendment of “Regulation on Procurement A.D. 1992”
- Cancelled “Regulation of Office of Prime Minister on Welfare in Government sector A.D. 2004”
- Continuing support on “Anti-corruption Projects”
- Do business with THAIMED member.