AdvaMed and its member companies are committed to the highest ethical standards in interacting with health care professionals (HCPs) in China. The AdvaMed Code of Ethics on Interactions with Health Care Professionals in China (China Code) provides industry-wide compliance guidance for medical technology companies’ interactions with HCPs derived from best practices and global compliance trends.

Given global compliance trends to phase-out direct sponsorship, AdvaMed’s China Code will be modified to no longer permit medical device manufacturers’ direct support for HCPs’ costs to attend third-party educational conferences and congresses, effective January 1, 2018. The China Code will continue to demonstrate the medtech industry’s unwavering commitment to HCP education and to ethics and integrity in China.
AdvaMed and its members have unwavering support for and believe strongly in the value of robust health care professional (HCP) education and training in China. Indeed, HCP education and training are mandatory for the continued development and use of innovative, safe and effective medical technologies.

The planned phase-out of direct sponsorship will not affect the ability of medical device manufacturers to provide HCPs in China with rich educational opportunities. Companies will devote more resources to other HCP educational opportunities in China, including:

• Educational grants and donations to third-party conference organizers and other entities (for example, a hospital or educational foundation) in support of third-party educational conferences;
• Company-conducted product training and educational meetings;
• Company-conducted satellite symposia in connection with third-party educational conferences; and
• Company support for HCPs’ attendance at technical procedure training courses.

These changes will help avoid even the appearance of impropriety and help ensure the transparency of relationships between companies and HCPs in China.