

Why is AdvaMed Moving Away From Direct Sponsorship?

AdvaMed is committed to ensuring the highest ethical standards for interaction between medical technology industry representatives and HCPs. Moving away from direct payment for individual HCPs in China to attend third-party educational conferences is in-line with global best practices.

Commitment to Ethics. The direct sponsorship phase-out reflects AdvaMed members' commitment to promoting business ethics and integrity, ensuring HCPs' independent medical judgment remains uncompromised, and that patients always receive treatments that are in their best interests.

Revisions to the AdvaMed China Code are intended to enhance the transparency of industry interactions with HCPs, and help avoid even the appearance of impropriety.

Global Trends. The global trend is a move away from directly sponsoring HCPs to attend third-party educational conferences. For example, MedTech Europe and APACMed have both put forward plans to phase-out direct sponsorships effective January 1, 2018. In keeping with these trends, AdvaMed companies in China have determined to lead in this direction as well.



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This brochure has been designed to assist you and your team in understanding some of the rules and guidelines that medical technology companies follow with respect to health care professional education in China.

For more information on AdvaMed, the AdvaMed China Code, and the phase-out of direct sponsorships, please visit www.advamed.org/issues/code-ethics/china-code



Industry Support for Health Care Professional Education and Training in China

A Guide for Medical Technology Companies, Health Care Professionals, and Medical Societies and Associations



AdvaMed

Advanced Medical Technology Association



What is AdvaMed?

AdvaMed, or the Advanced Medical Technology Association, is the world's leading medical technology trade association. Headquartered in the U.S., AdvaMed represents manufacturers of medical devices and diagnostics all over the world – from the largest to the smallest companies – and has a global presence that includes China, Japan, India, Brazil and Europe. AdvaMed advocates for the highest ethical standards, timely patient access to safe and effective products, and economic policies that reward value creation, to help achieve healthier lives and economies in China and around the world.

What is the AdvaMed China Code?

The AdvaMed Code of Ethics on Interactions with Health Care Professionals in China (“China Code”) outlines globally harmonized ethical standards for interactions between health care professionals (HCPs) and representatives of medical technology companies in China, to help ensure patient access to the best available care.



Effective January 1, 2018, the AdvaMed China Code will no longer support direct sponsorships for HCPs to attend third-party educational events.

Direct sponsorship means those arrangements in which a company (i) pays for a specific HCP's attendance at a third-party medical education conference, or (ii) selects or influences the selection of the specific HCP or has knowledge of the identity of the specific HCP who would benefit directly from the company's funding.

Without Direct Sponsorship, How Can AdvaMed Members Support HCP Education in China?

The medtech industry has a strong and deep commitment to supporting education and training for HCPs in China, in accordance with the highest ethical standards. As medical procedures become more advanced, so too must the education that is provided to HCPs. Upon the phase-out of direct sponsorships, medtech companies will continue to support HCP education with the following programs:

- **Educational grants/donations.** AdvaMed China members will continue to provide educational grants/donations to third-party conference organizers or other entities (for example, a hospital or educational foundation) in support of specific third-party medical education conferences. These grants/donations are used by the recipient to offset the conference costs. The conference organizer is exclusively responsible for the content, materials, faculty, and attendee selection.
- **Company-conducted product training and education.** Companies will continue to deliver rich, product-specific education and technical/hands-on training to HCPs, including but not limited to proctorships, preceptorships, anatomical workshops, and classroom training.
- **Company-conducted satellite symposia.** Companies will continue to host symposia in connection with third-party educational conferences.
- **Procedure Training.** Companies can continue to support HCPs' participation in technical procedural courses.

