Who Are We?

The Advanced Medical Technology Association (AdvaMed) is the largest global MedTech industry association that advocates worldwide for the highest ethical standards, timely patient access to safe and effective products, and economic policies that reward value creation.

What is the Code?

✓ Focuses on relationships between medtech companies and healthcare professionals
✓ Supports the innovation process with principles on consulting arrangements, training, education and other forms of communications
✓ Original AdvaMed Code launched in 2003, revised in 2009
✓ In the intervening 10 years:
  o New government guidance; informative settlements & enforcement actions
  o AdvaMed issued additional guidance on critical topics (e.g. transparency, Physician-Owned Distributors)
  o Other life sciences associations launched and revised their own codes
✓ Revised Code comes into effect on January 1, 2020

What’s New?

✓ Updated language to address Code challenges, reflect evolving standards & business models
  o New sections: off-label communications, technical assistance in the clinical setting, co-marketing
✓ New cornerstone values to guide compliance decision-making
✓ Elements of an effective compliance program reflecting the latest Department of Justice guidance
✓ Integration of existing AdvaMed guidance, including meals, travel and lodging
✓ Modernized examples and Frequently Asked Questions
✓ Improved readability & user friendliness in mobile environment
✓ Online training and credentialing program available at www.advamed.org/ethics

Why Certify?

✓ The training available online at www.advamed.org/ethics is the only online training officially certified by AdvaMed
✓ The course includes four modules and a post-test that clearly communicates key code concepts through simulated day-to-day interactions with Health Care Professionals
✓ Hospitals, payers and financial analysts are increasingly considering code compliance a business asset
What’s in the Code?

SECTION I – INTRODUCTION

SECTION II – CONSULTING ARRANGEMENTS WITH HEALTH CARE PROFESSIONALS

SECTION III – COMPANY-CONDUCTED PROGRAMS & MEETINGS WITH HEALTH CARE PROFESSIONALS

SECTION IV – EDUCATIONAL & RESEARCH GRANTS, CHARITABLE DONATIONS, AND COMMERCIAL SPONSORSHIPS

SECTION V – JOINTLY CONDUCTED EDUCATION AND MARKETING PROGRAMS

SECTION VI – TRAVEL & LODGING; VENUE

SECTION VII – PROVIDING MODEST MEALS AND REFRESHMENTS TO HEALTH CARE PROFESSIONALS

SECTION VIII – EDUCATIONAL & PATIENT BENEFIT ITEMS; PROHIBITION ON GIFTS

SECTION IX – PROHIBITION ON ENTERTAINMENT & RECREATION

SECTION X – COMMUNICATING FOR THE SAFE & EFFECTIVE USE OF MEDICAL TECHNOLOGY

SECTION XI – PROVISION OF HEALTH ECONOMICS & REIMBURSEMENT INFORMATION

SECTION XII – DEMONSTRATION, EVALUATION, AND CONSIGNED PRODUCTS

SECTION XIII – COMPANY REPRESENTATIVES PROVIDING TECHNICAL SUPPORT IN THE CLINICAL SETTING

www.advamed.org/ethics