**TEMPLATE LETTER FROM MEMBER COMPANIES TO HCPs/HCOs**

*[Company name]*

*[Company address]*

*[Company contact person]*

*[Location, Date]*

Subject: **Information on the new MedTech Europe Code of Business Practice**

Dear customer, dear *[name of the Healthcare Professional(s)],*

*[Company name],* together with MedTech Europe, would like to provide you with information about the new[**MedTech Europe Code of Ethical Business Practice**](http://www.medtecheurope.org/sites/default/files/resource_items/files/Medtech%20Europe%20Code%20of%20Conduct.pdf)(the “Code”), and address some of the concerns raised regarding this new Code and its potential impact on medical conferences, and more broadly on independent medical education.

**What is the new MedTech Europe Code about?**

The purpose of the new Codeis to regulate interactions between MedTech Europe Member Companies, Healthcare Professionals (HCPs) and Healthcare Organisations (HCOs), in order to ensure that industry’s support and activities do not fuel inaccurate perceptions regarding the relationship between industry and clinicians, physicians, lab technicians, nurses and hospitals/clinics.

The medical technology industry believes that compliance with existing laws is just not sufficient, and therefore the new Code is a European, pro-active and stringent self-regulation to protect the integrity and reputation of all parties involved in the development of innovative medical technologies.

In that regard, the Code covers all types of interactions, such as Research and Consulting Agreements, Samples, Gifts as well as support of HCPs to attend Product Trainings or Third-Party Organised Conferences.

**What is the key concern?**

As mentioned above, the relationship with HCPs has many different components (e.g. product development, training). However one aspect has, over time, become harder to justify from a public opinion perspective: the financial support by industry of individual HCPs / customers to attend Third-Party Organised Conferences (i.e. payment of registration fee, travel and accommodation costs). This is why the new Code provides on one hand a phase-out of this practice by the end of 2017 and on the other hand an obligation to support medical education solely via Educational Grants.

This change aims at safeguarding the bona fide nature of the relationship between the industry and the HCPs, so that they cannot be construed as inappropriate value transfer and illegal financial ties.

**What are the timelines?**

The Code was adopted in December 2015 by the Members of EDMA and Eucomed (forming the [MedTech Europe](file:///C%3A%5CUsers%5Cclari%5CDesktop%5Cmedtecheurope.org) alliancerepresenting the Medical Device and In-Vitro Diagnostics industries).

The Code will become binding for EDMA and Eucomed Corporate Members on 1st January 2017. This means that the more stringent set of requirements for Educational Grants will come into effect as of 1st January 2017. **The direct sponsorship of HCPs to Third-Party Organised Events** has been granted one extra year, to allow better transition, and **will no longer be permitted as of 1st January 2018** **(both for Faculty and Delegates)**

In the therapeutic areas in which the *[Company name],* is interested and/or involved, we, *[Company name],* are committed to continue supporting the advancement of genuine medical education of HCPs by means of Educational Grants.

The new Code was designed to ensure that medical technology companies and their representatives uphold the highest ethical standards and to ensure the collaboration between HCP and industry can never be called into question. This will promote public trust and understanding of the valuable contributions resulting from these interactions. The Code and related information is available on the MedTech Europe website at <http://www.medtecheurope.org/industry-themes/topic/122>

Attached to this letter are two brochures designed by MedTech Europe for Healthcare Professionals and Healthcare Organisations, clarifying how both HCPs and HCOs to learn more about the new rules. Other material is also available, including an information slide deck.

We are eager to continue to engage with HCPs, hospitals and clinician organisations as we face the challenge of development and safe introduction of the treatments of tomorrow. Please do not hesitate to contact us, should you have any additional question.

Sincerely,

*[Signature]*

*[Name of the contact person and position]*

*[Company name]*

*Disclaimer*

*This template Dear Doctor letter has been prepared by MedTech Europe Secretariat for illustrative purposes only. They are intended to serve as an optional resource to Member Companies when communicating about the MedTech Europe Code of Ethical Business Practice. Use of this Template or any parts thereof shall be at the sole discretion and risk of the user parties. MedTech Europe shall not be held liable for any loss or damage that may result from use of this Template or any parts thereof. MedTech Europe reserves the right to change or amend the Template or any parts thereof at any time without notice.*