**Preamble**

**Medicoindustriens’ guidelines** (Medicoindustrien = Danish industry association for companies developing, manufacturing, selling or otherwise taking an interest in medical devices) **for the cooperation between the Danish medical industry and healthcare professionals, 2018**

**Introduction**

It is essential for the medical industry (Medicoindustrien) to be able to develop new methods of treatment and new medical equipment in cooperation with the healthcare sector and the healthcare professionals. Hence it is important that both the industry and the healthcare sector make high demands to the ethical guidelines for such a need for cooperation between the partners and that there is sufficient transparency about, who cooperates with whom.

Medicoindustrien is working purposefully to maintain and further develop such a basis and therefore we have chosen to implement Medtech Europe’s *Code of document Ethical Business Practice*, Part 1: 'Guidelines on the interaction with healthcare professionals and healthcare organizations' from July 2017 as  the ethical guidelines for Medicoindustrien.

Medicoindustrien’s earlier ethical guidelines from 2010 rested also on the guidelines from the organization EUCOMED, the forerunner to  Medtech Europe, and these are now being replaced with the abovementioned guidelines.

**Exception for pharmaceutical companies**

'Guidelines on the interaction with healthcare professionals and healthcare organizations' is directly applicable for members of Medicoindustrien in the original English language version.

However, pharmaceutical companies, which are  members of Medicoindustrien and which produces/distributes medical equipment, can choose instead of following the ethical guidelines applicable to the pharmaceutical industry, (Lægemiddelindustrien) – meaning ‘EFPIA’s Code on the promotion of prescription-only medicines to, and  interactions with, healthcare professionals'.

If a pharmaceutical company, which is a member of Medicoindustrien, does not follow the EFPIA code, the guidelines from Medtech Europe - and thus Medicoindustrien - apply for the company.

**Exception concerning transparency**

The Danish legislation on transparency of the cooperation between the industry and the healthcare professions will also take effect instead of the requirement for transparency, otherwise affiliated to Medtech Europe’s Code.

This means that  Medicoindustrien’s members - as regards the requirements of  transparency -  can refer to the Danish rules about relations and economic benefits instead of using Ethicalmedtech.org.