Exclusive:

AdvaMed and UL EduNeering Collaborate on 'Basics of the AdvaMed Code' Course

'Basics of the AdvaMed Code,' prepared in collaboration with UL EduNeering, is the only AdvaMed-approved training course on the new code.

Take the course via the AdvaMed Web site

Visit www.advamed.org/ MemberPortal/About/code/ to purchase and take the course immediately ($99 US payment for AdvaMed members). Alternatively, your organization can also contact UL to deliver the course to employees or contractors within your organization.

The AdvaMed Code of Ethics on Interactions with Health Care Professionals (HCPs) sets out the principles guiding Medical Device companies, both AdvaMed members and nonmembers, in structuring ethical collaborations and arrangements with HCPs. We strongly encourage all Medical Device companies to adopt the code and implement an effective compliance program.

About the Course

The course is divided into nine chapters. Each chapter is followed by a brief "open book" quiz that you must pass with 80% proficiency before you can move to the next chapter. At the end of the final chapter is a closed book final exam. After completing the exam and providing your e-signature, you will receive a certificate that recognizes your successful completion of the course.

The full course takes approximately 60 minutes to complete. You can stop at the end of any chapter and resume the course later. Your progress will be bookmarked so that you can easily continue.

AdvaMed
Advanced Medical Technology Association

Who Should Take This Course?

All Medical Technology companies, both AdvaMed members and non-members, are strongly urged to adopt the code and implement an effective compliance program. In addition, AdvaMed encourages HCPs to understand and embrace the ethical principles contained in the code, with respect to their interactions with Medical Technology companies.

Key AdvaMed Code Course Content

After completing this course, you will understand how the AdvaMed Code guides your interactions with HCPs. The newly updated code contains important revisions and new provisions, including:

- A prohibition on providing entertainment or recreation to HCPs as well as a prohibition on gifts.
- Guidelines for entering into royalty arrangements with HCPs.
- Parameters for the provision of evaluation and demonstration products.
- Clarification of appropriate and inappropriate interactions between HCPs and representatives of medical technology companies.

View a sample AdvaMed Course at www.ulqcl.com/AdvaMed

- An expanded section about the provision of information to HCPs about reimbursement, coverage and health economics.
- A new compliance section that will list companies that certify their adoption of the code. This list is available on the AdvaMed web site.

COURSE TOPICS

Overview
- Basics of the AdvaMed Code

What is the AdvaMed Code?
- Goal and scope of the AdvaMed Code
- AdvaMed vs. PhRMA Code
- Code of Ethics compliance

Company-Conducted Product Training and Education
- Are companies responsible for training on their own products?

Third-Party Educational Conferences and Business Meetings
- Supporting third party educational conferences
- Sales, promotional and other business meetings

Consulting Arrangements
- Can companies engage HCPs as consultants under the code?
- Provisions on the payment of royalties

Evaluation and Demonstration Products
- When is it appropriate to provide products for evaluation and demonstration?
- Evaluation products

Modest Meals, Prohibition on Entertainment and Gifts
- Are companies allowed to provide meals or entertain HCPs under the code?
- Prohibition on entertainment and recreation
- Modest meals associated with HCP business interactions
- Educational items: prohibition on gifts

Coverage and Reimbursement
- Under what circumstances is it appropriate for companies to provide HCPs with reimbursement, coverage and certain other technical information?

Grants and Donations
- Research and educational grants and charitable of conduct course, visit contributions
- Limitations on sales involvement for grants and charitable contributions

Final challenge (exam)