



Sales & Marketing Intermediary (SMI) Training

To help companies implement the guidelines set forth by AdvaMed and Eucomed's joint compliance guidance and tools on Ethical Third Party Sales and Marketing relationships, UL EduNeering has developed a **Third Party Sales and Marketing Intermediary** course, under UL EduNeering's partnership with AdvaMed.

This web-based course is designed for compliance teams, sales executives and senior management. Topics include regulatory risks associated with third parties used to support your sales program, and the essential elements that should be included in an effective compliance program.

Compliance officers can include this course as a core learning activity in their education program, as it explains fraud and abuse laws, as well as activities to consider that can uncover potential bribery risks, such as accessing public information on corruption, analyzing local country laws and regulations and addressing "red flag" situations such as high commissions.



This SMI Course is part of UL's compliance libraries for Medical Device organizations, which also contain courses covering these topics:

- Basics of the AdvaMed Code
- Code of Conduct (customized for each client)
- Conflicts of Interest
- Data Privacy Guidelines
- EU Competition
- Eucomed Guidelines on Interactions with HCPs
- Global Anti-Bribery
- Global Fair Competition Laws
- HIPAA and Privacy Guidelines for Sales Representatives
- Interactions with Health Care Professionals – Field
- Introduction to Medical Device Health Care Compliance
- Operating Room Conduct
- Physician Payment Sunshine Act
- Reporting Adverse Events for Medical Devices





Compliance Program Development for Emerging Businesses

Emerging businesses around the world recognize that compliance with anti-corruption policies and legislation not only helps them avoid the economic and societal consequences of corruption worldwide; it makes good business sense as well. UL EduNeering and AdvaMed have developed a **Compliance Program Development** course, which demonstrates how companies in emerging markets can develop a compliance program based on industry best practices.

Specifically, the course introduces common practices that should be incorporated into a company's code of business ethics, based on the industry's global Codes of Business Ethics:

- The AdvaMed (US) Code, which was revised in 2009.
- The Eucomed (EU) Code, amended in 2008.
- The Kuala Lumpur (KL) Principles, which was endorsed by Asia-Pacific Economic Cooperation (APEC) ministers in 2011. These principles were developed by officials from 18 APEC economies, as well as Medical Device manufacturers represented by AdvaMed, in response to a call in 2010 from APEC's SME Ministers to facilitate open and transparent SME business environments free from the high costs of corruption in sectors of export interest.



About UL EduNeering

UL EduNeering is a business line within UL Life & Health's Business Unit. UL is a global independent safety science company offering expertise across five key strategic businesses: Life & Health, Product Safety, Environment, Verification Services and Enterprise Services.

UL EduNeering develops technology-driven solutions to help organizations mitigate risks, improve business performance and establish qualification and training programs through a proprietary, cloud-based platform, ComplianceWire®.

For more than 30 years, UL has served corporate and government customers in the Life Science, Health Care, Energy and Industrial sectors. Our global quality and compliance management approach integrates ComplianceWire, training content and advisory services, enabling clients to align learning strategies with their quality and compliance objectives.

Since 1999, under a unique partnership with the FDA's Office of Regulatory Affairs (ORA), UL has provided the online training, documentation tracking and 21 CFR Part 11-validated platform for ORA-U, the FDA's virtual university. Additionally, UL maintains exclusive partnerships with leading regulatory and industry trade organizations, including AdvaMed.