

TEMPLATE INSTRUCTIONS	
Type of communication	Healthcare Professional (HCP) Employer Notification – Sponsorship to a meeting or event
When to use	Use this to notify the employer of an HCP you have invited to a company product training meeting or third-party event / congress (There are three types of communication: HCP invitation to an event, employer notification for an event or for a consulting service and employer approval for an event or for a consulting service. Select the correct template. The invitation letter can also serve as employer notification, if a copy is sent to the HCP’s employer.)
Type of activity	Company Product Training Meeting or Third-party Event / Congress
Recipient	HCP’s employer
Carbon copy (cc)	HCP attending the meeting or event
Process	<ul style="list-style-type: none"> • Send an invitation letter to HCPs invited to attend a company’s product training meeting or a third party event. The invitation can serve as employer notification, if you copy the HCP’s employer. • Customise the highlighted sections. Do not make any other changes to the template. Be sure to delete these directions, the brackets [] and highlighting before sending. • Adjust to reflect local laws and industry codes, as required. • Delete any sections that do not apply to the activity. For example, delete the paragraph on product training meetings if you are sponsoring the HCP to a third party event. • You may send this communication via email or the postal service. Send the letter to the healthcare professional’s employer and copy the healthcare professional invited to attend the meeting or event. • Retain a copy of the communication for your records.

[Date]

[Name, address of healthcare professional attendee’s employer]

Dear [insert name of healthcare professional attendee’s employer],

[Insert your company name] has invited [insert healthcare professional’s name] to attend [insert name of specific event] for educational purposes.

[For **product training meetings**, include the following paragraph.] This meeting is relevant to the healthcare professional’s area of medical expertise and will provide training on the safe and effective use of Smith & Nephew products. Please see the attached agenda for further details on the meeting.

[For **third party meetings**, include the following paragraph.] This meeting is relevant to the healthcare professional’s area of medical expertise and will facilitate the sharing of scientific

knowledge, the advancement of medicine and the delivery of effective healthcare. Further details about the conference can be found at the following link: [insert conference website link].

Per [Company] Code of Conduct, we do not offer anything of value—including consulting services, sponsorship to educational events, hospitality, meals or entertainment—to improperly influence a healthcare professional to use or consider using products.

As a part of this sponsorship, we will provide the following: [customise as appropriate]

- Reasonable meals and refreshments during the meeting
- Transportation to and from the meeting [insert travel class]
- Reasonable accommodation from [insert dates]

We will **not** provide the following:

- Entertainment activities such as sporting or cultural events, sight-seeing tours or spa visits
- Any extra charges such as mini-bar expenses, gym/spa fees, etc.
- Travel arrangements (flights, hotel costs, etc.) for any personal guests of the healthcare professional

If you approve of this activity, no action is required. If we do not receive a reply from you, we will assume that you approve of our offer to sponsor this healthcare professional to the event.

If you do not approve of this activity, please contact [insert contact details] stating your disapproval. Please provide your response by [insert date].

Best regards,

[Name]

[Title]

[Company Name]

cc: [insert name of healthcare professional selected to attend meeting or event]