

Sample Postcard on the Code of Practice for HCPs

Courtesy of the Medical Technology Association of Australia

Working with medical technology companies

What you need to know about the Medical Technology Industry Code of Practice

What to expect from companies

- Ethical behaviour
- Product education and in-service training in a learning environment
- Modest hospitality associated with product education
- Support for educational conferences but only by providing sponsorship to the conference organiser and not individual participants
- Research and educational grants but only to institutions established for that purpose
- Donations for charitable purposes and sponsorship of an event where the proceeds will go to charity

What companies may not do

- Provide direct funding to attend a conference
- Provide hospitality except in the context of product education or in-service training, or by sponsoring hospitality at an educational conference
- Pay the cost of travel, hospitality or other expenses for partners or family members
- Pay for participation in or attendance at a sporting event or other entertainment
- Provide any gift unless it benefits patients or serves an educational purpose and is minimal in value
- Provide any form of branded promotional item

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