



AdvaMed

Advanced Medical Technology Association

**National Device Audioconference:
AdvaMed Code: Better Practices Survey
and New Initiatives**

***Steps that AdvaMed is Taking to Promote
Compliance and the New AdvaMed Logo
Program***

Audioconference

*Christopher L. White, Esq.
Executive Vice President, General Counsel
and Assistant Secretary*

BRINGING INNOVATION TO PATIENT CARE WORLDWIDE

October 11, 2006

- I. Who Is AdvaMed?
- II. What Are AdvaMed's Compliance Priorities?

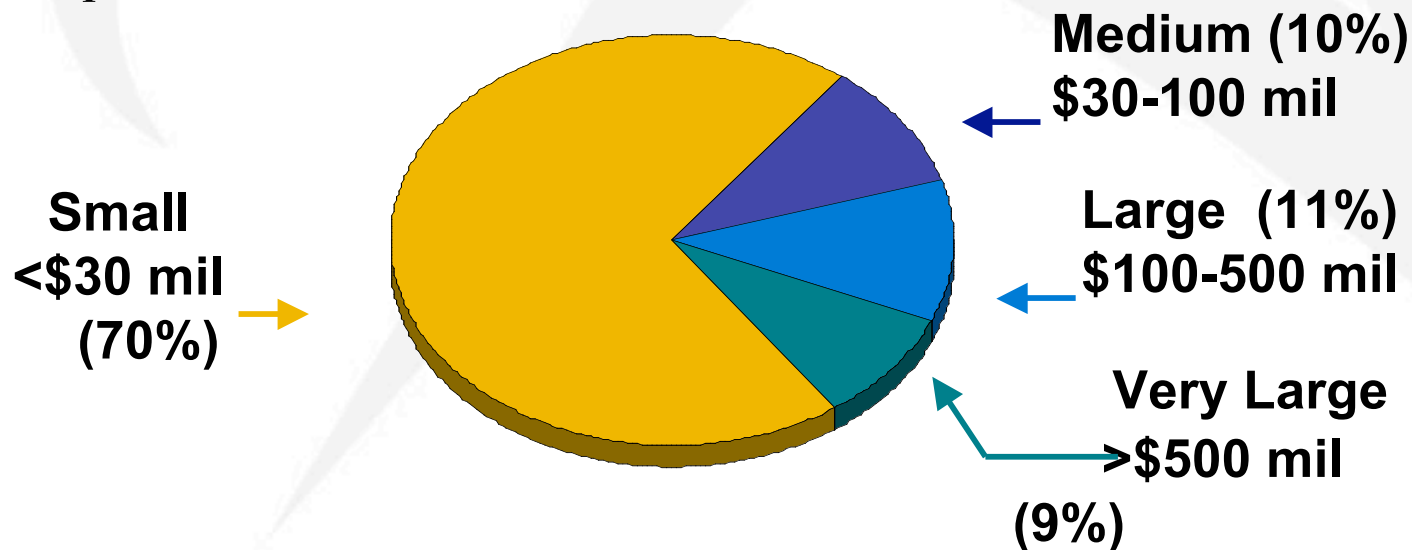


I. Who is AdvaMed?



➤ AdvaMed Members and Mission

AdvaMed member companies produce the medical devices, diagnostic products and health information systems that are transforming health care through earlier disease detection, less invasive procedures, and more effective treatments. Our members produce nearly 90 percent of the health care technology purchased annually in the United States and more than 50 percent purchased annually around the world. AdvaMed members range from the largest to the smallest medical technology innovators and companies.



II. What Are AdvaMed's Compliance Priorities?




➤ AdvaMed is committed to honest and ethical interactions between medical technology companies and Health Care Professionals (HCPs). *HCPs' decisions should be based on the best technology for the patient, not slick marketing.*

- Code of Ethics
- Education, Training, Outreach
- Respond to Compliance Inquiries
- Logo License



- AdvaMed has taken aggressive steps to educate the industry and health care professionals about the Code and compliance
- AdvaMed has encouraged compliance by establishing content and links on its public website where individuals can locate and communicate with company compliance officers

The AdvaMed Orthopedic Sector Symposium



Surgeons at Risk:
The federal regulatory risks posed to orthopedic surgeons arising out of their interactions with vendors & manufacturers


- Explore how the AdvaMed Code is relevant to orthopedic surgeons.
- Understand the application of federal laws to common surgeon relationships.
- Review trend-setting cases and investigations involving allegations that surgeons accepted kickbacks.

Discuss with national experts and government prosecutors, specific examples of surgeons who put themselves at risk by accepting kickbacks in the form of travel, gifts, etc.

Sheraton Chicago Hotel & Towers, 301 E. North Water Street, Ballroom IV
Thursday, March 23, 2006.

Reception and Panel Discussion: 6:00pm to 8:00pm

Panelists: Federal Government Prosecutors, AdvaMed General Counsel, Health Care Defense Attorneys from Washington D.C.



For more information regarding this symposium (including the most convenient shuttle to take to the Sheraton), please stop by the AdvaMed booth.

Due to space limitations and expected demand, seating will be available on a first come, first serve basis.



Logo License



CODE OF ETHICS LOGO LICENSING AGREEMENT

In furtherance of AdvaMed's mission to advocate patient access to the benefits of innovative medical technology, and to promote ethical interactions among medical technology companies and health care professionals, AdvaMed adopted the *Code of Ethics on Interactions with Health Care Professionals* ("AdvaMed Code"). Medical technology companies, both AdvaMed members and non-members, may obtain a revocable, non-transferable, non-assignable, non-exclusive license to use an unaltered version of the AdvaMed Code Logo on marketing materials, business cards, and displays at meetings and conferences, and stationery. The Logo may not be used on any product, and the licensee acknowledges and agrees that the right to use the Logo, as well as the actual use of the Logo, is not an endorsement by AdvaMed. The right to use the Logo is subject to yearly self-certification and payment of a royalty in the amount of \$300, which royalty may be adjusted by AdvaMed from time to time. The royalty payment is made solely in exchange for the use of the Logo, and such payment does not entitle the payor to any other benefit or service from AdvaMed. The self-certification requires your company's Chief Executive Officer (CEO) to sign and affirm that your company has taken the eight steps identified below. It is understood that AdvaMed has the right to revoke the license for failure to abide by the license terms.

Our company has taken the following steps to implement the AdvaMed Code:

1. Established policies and procedures consistent with the provisions of the AdvaMed Code.
2. Identified an executive-level person in the company who is: (a) responsible for compliance with the company's policies and procedures consistent with the AdvaMed Code; and (b) informed to answer questions about the AdvaMed Code and the company's compliance policies and procedures based on the AdvaMed Code.
3. Provided a copy of the AdvaMed Code or a link to the AdvaMed Code on our company Web site.
4. Provided comprehensive training to those employees and contractors whose job requirements make the information relevant on our company policies that are based on the AdvaMed Code, and implemented procedures to ensure ongoing training programs for such new employees and contractors.
5. Instituted processes within the company to: (a) monitor compliance with the company policies and procedures that are based on the AdvaMed Code; and (b) assess the effectiveness of the company's policies and procedures that are based on the AdvaMed Code.
6. Established a process to respond to suspected deficiencies or violations of company policies that are based on the AdvaMed Code.
7. Established a reporting mechanism to facilitate anonymous internal reporting of suspected violations of company policies that are based on the AdvaMed Code.
8. Established a disciplinary process for violations of those policies and procedures that support the AdvaMed Code.

Signature: _____
Date: _____
CEO's Name: _____
Complete Title: _____
Mailing Address: _____

Email Address for Receipt of Electronic Logo: _____

Please mail to AdvaMed at the address printed above (ATTN: Logo License)

➤ Code of Ethics Logo

- available to any medical technology company whose CEO signs a licensing agreement (requiring defined compliance controls)





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