



Rami Rajab
Athens, 2019

TOGETHER WE IMPROVE PEOPLE'S HEALTH

*Shaping the Industry,
Keeping the Patient First*



 mecomed

www.mecomed.com

MECOMED 10-YEAR CHALLENGE

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AT THE HEART OF MEDICAL TECHNOLOGY

Medtronic



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GORE
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INTEGRA
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Health Innovation that matters

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smiths medical
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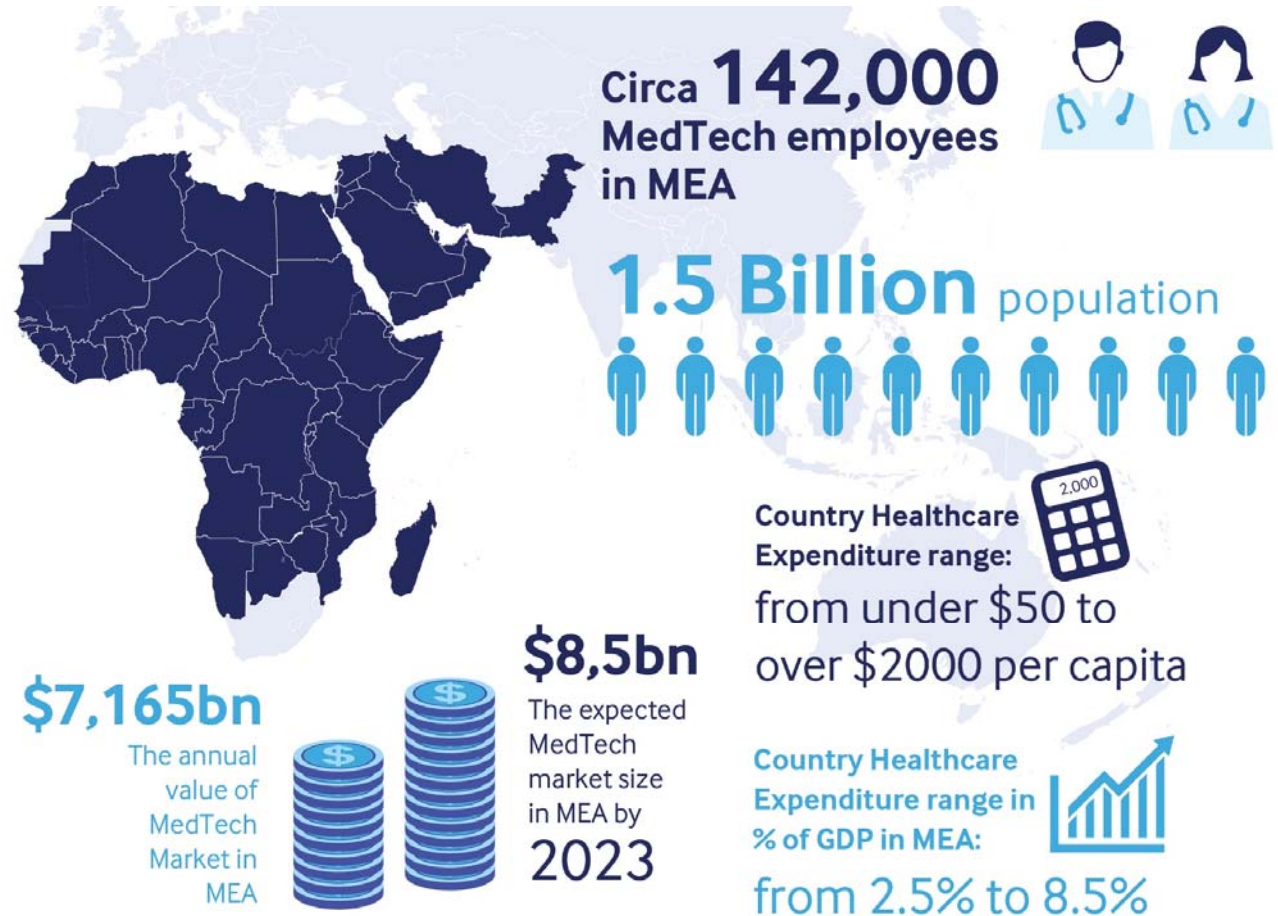
VALEANT

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FOCUS ON EXCELLENCE

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Your progress. Our promise.

MECOMED 10-YEAR CHALLENGE

KEY FACTS ABOUT MEDTECH IN THE MIDDLE EAST & AFRICA





Code of Ethical Business Practice

MECOMED Guidelines on
Interactions with Healthcare
Professionals & Healthcare
Organisations

Introducing The Code

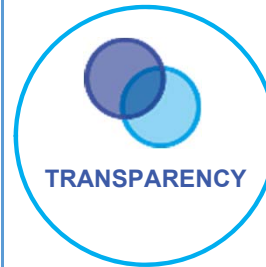
PRINCIPLES OF THE CODE



Member Companies should, always, consider the image and perception projected to the public when interacting with Healthcare Professionals and Healthcare Organizations.



Interaction between industry and Healthcare Professionals with member companies should be independent from sales transactions, use or recommendations of members companies products.



Member Companies will disclose in advance to the Health Care organization administration the purpose and scope of the interaction.
“Employer Notification”



Any remuneration paid by the Member Company to Health Care Professionals for the provision of services must be commensurate with, and represent a fair market value for, the services performed.



Interaction between a Member Company and a Healthcare Professional, must be documented in details on written agreements.

Code Applicability

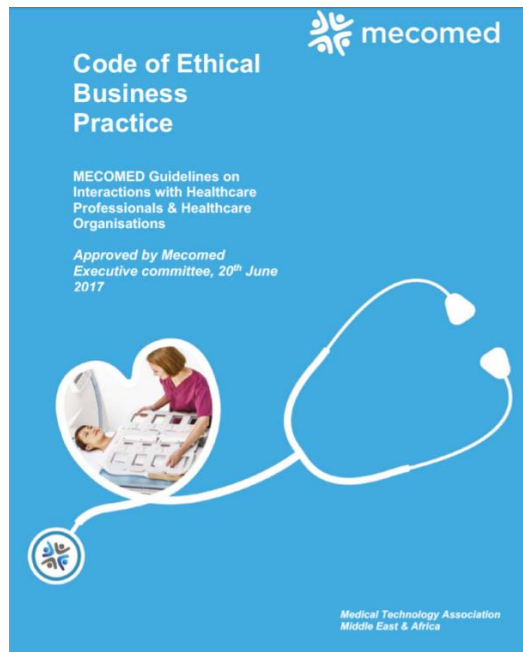
Obligations to Mecomed Members:

- Mecomed **Code applies to all Mecomed Member Companies as well as to all their Third Party Intermediaries** (Distributors) when interacting with Healthcare Professionals (HCPs) or Healthcare Organizations (HCOs).
- Mecomed Member Companies **must** comply with the Mecomed Code of Ethical Business Practices.
- Conference Vetting System (**CVS**) **decision is a mandatory process** for all Mecomed Members before providing financial support for any Third Party Educational Events in the form of:
 - Educational Grants.
 - Commercial Activities such as (booth, satellite symposia, advertising)

COMPLIANCE

Mecomed Code Updates:

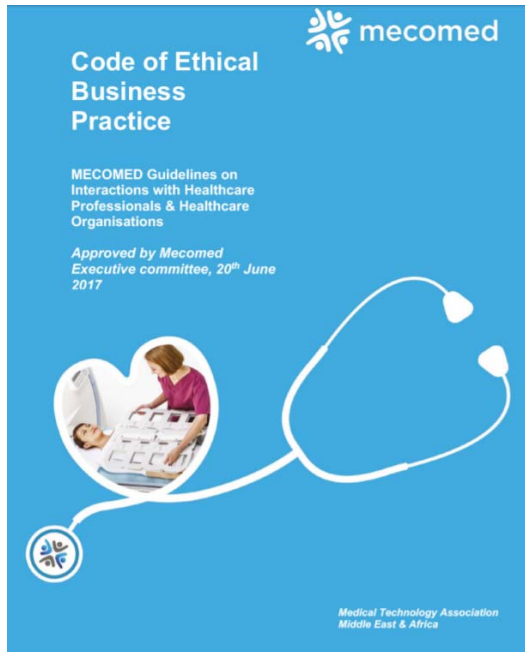
- Mecomed Code of Ethical Business Practice 2007 – updated code implemented as of 1st January 2018. Reviewed.
- Updated Q&A document was published in 2018.
- Several Provisions have been updated, including:
 - Moving towards educational grants. **Direct sponsorship is not permissible** anymore.
 - Sub Saharan Africa – added to the Mecomed region.
 - Established the Conference Vetting System – CVS as a mandatory process for Mecomed members and their TPIs. Local and regional events included.



COMPLIANCE

CVS

Year	2015	2016	2017	2018
# Submission	63	186	452	1081
Increase %		66%	59%	58%



- 2172 third party educational events has been assessed by CVS since we started in 2015.
- A total of 60 events changed to become compliant – positive collaborations by PCOs & HCOs.
- Trained over 1500 professionals.
- Mecomed Compliance team has initiated a Mecomed-certified Partner program project, aiming at further spreading the CVS outreach and educating third parties on the industry compliance standards. The project is under development and is expected to be launched by Q3 2019.