



**13TH INTERNATIONAL
PHARMACEUTICAL & MEDICAL
DEVICE COMPLIANCE CONGRESS**

Global Compliance
Codes Update
April 8, 2019
Athens, Greece

ADVAMED CODE OF ETHICS

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Chief Operating Officer,
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AdvaMed

ADVAMED & OUR CODE OF ETHICS

The Advanced Medical Technology Association (AdvaMed)

We advocate globally for the highest ethical standards, timely patient access to safe and effective products, and economic policies that reward value creation. Our members range from the largest to smallest medical technology companies doing business in the United States.

These companies produce medical devices, diagnostic products and health information systems

AdvaMed Code of Ethics on Interactions with Health Care Professionals

Facilitates ethical interactions to ensure that medical decisions are based on the best interests of the patient



2020 Revision Goals

- Update language to address challenges under existing Code, reflect evolving standards & business models
- Integrate existing AdvaMed guidance, where appropriate
- Bring FAQs & examples current
- Improve readability & user friendliness in mobile environment

UPDATED U.S. CODE OF ETHICS



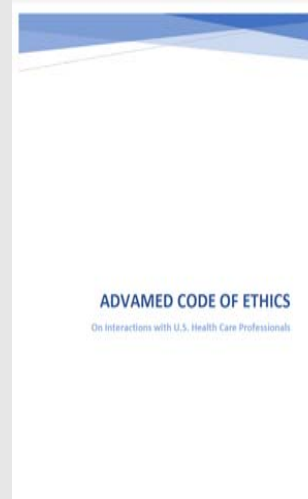
New...

- Cornerstone Values
- Interpretive Principles
- Compliance Program Infographic
- Glossary of Terms
- Parameters for Company Programs
- Requirements for Co-Conducted Education & Marketing
- Principles for Communications & Technical Support

- ✓ *Updated AdvaMed U.S. Code Effective January 1, 2020*
- ✓ *AdvaMed China Code Remains Unchanged from 2017 Revision*

Enhanced...

- Definitions for Key Terms
- Clarification on Consulting Arrangements
- Guidelines for Travel
- Language on Meals



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For AdvaMed Internal Review & Discussion Only

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Revised and Renamed AdvaMed U.S. Code of Ethics
Effective January 1, 2020