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AdvaMed's Compliance Leadership Expands with Updated Code of Ethics

Association Encourages Non-Members to Join Effort

WASHINGTON, D.C. – The Advanced Medical Technology Association (AdvaMed) today announced that its board of directors has unanimously approved a major update of its *Code of Ethics on Interactions with Health Care Professionals*.

The revised Code further clarifies and distinguishes between appropriate and inappropriate activity between health care professionals and representatives of AdvaMed member companies. It also presents non-member companies with an opportunity to adopt the AdvaMed Code's principles and unite industry in addressing common issues in a consistent manner.

"This updated and more rigorous Code of Ethics reflects the medical technology industry's ongoing commitment to openness, transparency and high ethical standards," said Michael A. Mussallem, chairman and CEO of Edwards Lifesciences, and chairman of AdvaMed. "Our industry's primary focus is helping patients and we want to ensure that the public understands that collaboration between physicians and the industry's scientists and engineers is critical for developing and delivering medical innovations."

AdvaMed's revised Code expands into important new areas, including:

- A new Code Compliance section under which a list of companies that certify their adoption of the Code will be available for public review on AdvaMed's Web site.
- An explicit prohibition on providing entertainment or recreation to Health Care Professionals (HCPs). Additionally, the changes prohibit gifts of any type, including all non-educational branded promotional items, regardless of value.
- Guidelines that allow for companies to enter into royalty arrangements with HCPs in exchange for substantial contributions that improve medical technologies.
- A new section addressing Evaluation and Demonstration Products which sets forth appropriate parameters under which companies may provide products intended to educate both HCPs and patients on newer or improved medical technologies.
- An expanded section addressing the provision of objective reimbursement, coverage and health economics information to HCPs in order to improve patient access to medical technologies.

Additionally, AdvaMed has revised current Code sections to provide greater clarity and rigor in areas such as consulting agreements, company-conducted training and education for HCPs, and research and educational grants, among other key areas.

"Nothing is more important for our industry than to maintain the public trust and the integrity of its products and services," said Stephen J. Ubl, president and CEO of AdvaMed. "Today's action by AdvaMed's Board of Directors sends a strong signal to the public and policy makers that we take seriously our responsibility for honest and ethical business practices and that we will take action to assure the effectiveness of our Code."

"Just as medical technology companies are naturally focused on the need for continuous improvement in their product development, our industry's Code of Ethics should also be dynamic and responsive to change," said Paul A. LaViolette of Boston Scientific Corporation. "AdvaMed's revised Code addresses the realities of today's marketplace and underscores our industry's commitment to ethical business practices." LaViolette chairs the AdvaMed Board's Special Committee on the Code, and provided vital leadership in recent years as the new Code emerged and matured.

AdvaMed's first major update of its Code occurred in 2003, when the Association's directors approved efforts focusing on training and education of HCPs and company sales and promotions. By mid-2005, the Code was updated to include an expanded frequently asked questions section concerning gifts and other types of financial support. Also that year, AdvaMed launched a searchable online database

to enable the public to contact health care compliance officers at medical technology companies. In 2006, AdvaMed inaugurated a Code of Ethics logo program that offered member and non-member companies an opportunity to certify their compliance with the Association's code, which aligned with guidelines set by the HHS Office of Inspector General.

To access the approved revisions to AdvaMed's Code, [click here](#).

[Click here](#) to access complete information about AdvaMed's Code and related health care compliance issues.

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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. For more information, visit www.advamed.org.