

# Best Practices on Educational Grants/Indirect Sponsorship



# Your Panel

- **Panelist:** Richard N. Peterson, General Counsel, American Academy of Orthopaedic Surgeons
- **Panelist:** Michelle Scharfenberg, Chief Compliance Officer, Integra LifeSciences Corporation
- **Panelist:** Linda Sneddon, Compliance Officer for MPD EMEA, W.L. Gore & Associates
- **Panelist:** David Wilson, Health Care Compliance Officer, Medical Devices EMEA, J&J
- **Moderator:** Timothy M. Moore, Senior Associate, Shook Hardy & Bacon

# The World of Grants and Sponsorships is Flat . . . and Complicated

- Medical practice and the medical-device industry are global in nature.
- Consequently, companies see a global need to educate HCPs.
- But operating internationally increases companies' compliance obligations, given the proliferation of laws and codes regulating industry-HCP/HCO relationships.

# Focus for This Session

- Overview of changes that the new MedTech Europe Code made to education grants and sponsorship.
- How we are adapting to the new codes and other laws prescribing how companies may support HCP education.
- Best practices for supporting education and training of HCPs in light of the newest codes and laws.
- How to best communicate with HCPs and HCOs about the transition away from direct sponsorship.
- Managing the compliance risks stemming from indirect sponsorship.

# New MedTech Europe Code Changes Approach to Sponsorship and Grants

## Sponsorship

- Between now and 2018, direct sponsorship of HCPs will be phased out.
- In 2018, direct sponsorship will be forbidden.

# New MedTech Europe Code Changes Approach to Sponsorship and Grants

## Educational grants

- In 2017, stronger rules will be in place, such as:

Public disclosure	Only legal entities may receive grants
Written contact requirement	Companies may set only the recipient type, not the actual recipient
Grants may issue only pursuant to an independent process guided by objective criteria	Compliance with Conference Vetting System



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# Panel Presentation



# Questions?





# Contact Information

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# Resources

- [MedTech Europe Code](#)
  - [Explanatory Slide Deck](#)
  - [Pamphlet for HCPs](#)
  - [Pamphlet for HCOs](#)
- [BioMed Alliance Code](#)
- [Asia Pacific Medical Technology Association Code](#)
- [AdvaMed Code](#)