

Direct and Indirect sponsorship of HCP's to third-party organized conferences: Global trends and challenges

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Brazil

- 26 States + Federal District (Brasília)
- Language: Portuguese
- Area 8,514,876 km²
- Public Universal Healthcare System + Private System (¼ Population)

Population: 204 million inhabitants

* Source: IBGE





Global MedTech
Compliance Conference
2015



abimed
Associação Brasileira da Indústria de Alta
Tecnologia de Produtos para Saúde



ABRAIDI

Associação Brasileira de
Importadores e Distribuidores
de Implantes



Aliança Brasileira da
Indústria Inovadora
em Saúde



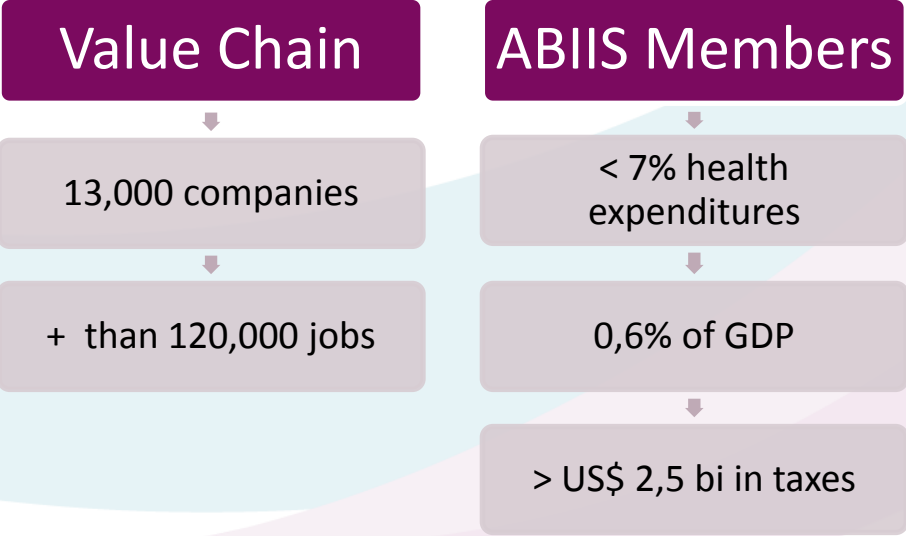
AdvaMed

Advanced Medical Technology Association

cbdI

DIAGNÓSTICO PARA A VIDA

ABIIS – The Brazilian Alliance of the Innovative Healthcare Industry represents:



source: Websetorial

Current environment

- Petrobras – “Car Wash Operation” (billionaire frauds)
- Lula / Dilma – Election funds illegal?
- Implants – Investigation by Congress on kickbacks on Medical Devices
- Anticorruption Law
- More awareness by the population



Code of Conduct – CBDL

- Status
 - Revised Code of Conduct properly approved at the 2015 Ordinary General Assembly, held last April.
 - It will be officialy launched in end of June with a conference with key stakeholders (Ministry of Justice, Congress, Public Attorney’s Office and companies of other sectors, among others).
 - It has several provisions on Direct and Indirect Sponsorships, but has a phasing out plan.
 - Important: the third parties (representatives and distributors) will be engaged in the training and will be subject to the Code as well.

Code of Conduct - ABIMED

- Status
 - Revised Code of Conduct has been launched officially with an event with Regulatory Authorities and Academia last April.
 - It has several provisions on Direct and Indirect Sponsorships, but has a phasing out plan.
 - Important: the third parties (representatives and distributors) will be engaged in the training and will be subject to the Code as well.

Code of Conduct / Ethics

- Status
 - A new Code of Ethics has been prepared and is the basis for the Sector Agreement on Medical Devices which will be launched on June 10th in Brasilia, after a well prepared program with Ethos Institute (<http://www3.ethos.org.br/>)
 - It sets new tools for self regulation of the sector in terms of ethics, integrity and transparency, establishing mechanisms for the prevention and control of anti-ethical or corrupt behaviors.

Definitions

- Direct Sponsorship
 - Payment or reimbursement for a HCP to take part in an educational event (congress, seminar, training, etc)
- Indirect Sponsorship
 - Contribution or grant to an organization or third party that would then pay or reimburse the participation of HCPs in educational events



The future is in our hands...



Main Commitments

Top Enforcement and Compliance Trends

- Growing awareness
- “Raise the bar” in the market
- Higher engagement by the Medical Societies

Top Ethics/Compliance Priorities

- Implementation of the new Codes of Conduct
- Training for the whole chain
- Promote a wide discussion in all fora
- Support the eradication of all illegal / corruption practices in the Medical Device Market



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Obrigado!
Thanks!

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