

2.3 Advertising of Therapeutic Goods in Australia

2.3 Advertising of Therapeutic Goods in Australia module forms part of the **2.0 MTAA Code of Practice course** and is designed to support an understanding of the compliance requirements in relation to the Code of Practice when advertising medical technology in Australia.

The MTAA Code of Practice

The *MTAA Code of Practice (Edition 7)* was adopted by members in October 2011. The Code is self regulated by industry and provides guidance on the medical technology industry's relationships with healthcare professionals and consumers.

Obligations under the Code of Practice

Industry has a long association of working with healthcare professionals. Under the Code of Practice, there are specific obligations that need to be noted to ensure companies are compliant with the Code.

What is the Code of Practice Course?

The Code of Practice course consists of three modules. The first module, *2.1 Introduction to the Code of Practice*, provides an orientation to the Code for newly appointed medical technology industry employees and those that have no knowledge of its principles or who need to keep up-to-date.

Module *2.2 Complying with the Code of Practice* unpacks the Code in relation to interactions with healthcare professionals and considers the requirements for compliance.

Module *2.3 Advertising Therapeutic Goods in Australia* analyses current regulations governing advertising requirements under the Code.

For further information about MTAA courses, please contact the Professional Development Manager on (02) 9900 0650 or email pd@mtaa.org.au

What topics are covered in the *Advertising of Therapeutic Goods in Australia* module?

This module will provide an opportunity for participants to analyse current regulations governing advertising requirements under the TGAC.

Learning Outcomes

- Understands the current regulations of the TGAC in relation to medical devices.
- Understands the Code of Practice as it applies to advertising.
- Investigates potential future regulations.

Who should attend?

Sponsors wishing to advertise medical devices or diagnostic products should attend this Level 2 module. Participants should have completed module *2.1 Introduction to the Code of Practice* (available online), or MTAA approved company training about the MTAA Code of Practice before completing this module.

How much does it cost?

The cost to attend this half day module including GST is \$350 for members and \$450 for non-members. Once payment is accepted, applicants will be registered.

How do I register?

Please visit *Professional Development* on the MTAA website www.mtaa.org.au to access course information and to register for the training. Places are limited.

Following registration, participants will be forwarded a program. Participants will receive a *Certificate of Participation* at the end of the training.