



Training on the Code

MTAA offers a range of training modules aimed at providing a better understanding of company responsibilities under the Code. MTAA also audits Code training conducted in-house by companies to ensure that the content of the courses addresses all key issues in the Code. The Code requires that employees understand the Code and its implications for the way a company does business.



Medical Technology
Association of Australia



What if I have a concern?

The Code contains a complaints process which can be used by members of the medical technology industry, healthcare professionals, consumers and other organisations.

A Complaints Committee, which includes healthcare professionals, government, consumers and industry members will consider any written complaint regarding behaviour described in the Code.



If you are unable to resolve a matter with a company directly and wish to lodge a complaint, please contact MTAA or MTANZ where support and advice will be given to you in the preparation and consideration of your complaint.

Obtaining a copy of the Code

The Code may be accessed via the MTAA website at www.mtaa.org.au or by contacting MTAA on **02 9900 0650**.



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UNDERSTANDING THE CODE OF PRACTICE

Medical technology for a healthier Australia
www.mtaa.org.au



About the Code of Practice

Ethical standards and compliance with applicable laws are critical to the medical technology industry's ability to continue its successful collaboration with healthcare professionals. To enhance this relationship MTAA and MTANZ – the peak industry bodies for the medical technology industry in Australia & New Zealand - have jointly developed a Code of Practice to facilitate ethical interactions with practitioners and others in the medical technology industry.

The Code of Practice is a self-regulatory industry code that regulates several key areas of industry activity. The key relationships regulated by the Code are with healthcare professionals (broadly defined to include a wide range of healthcare specialities, including nurse practitioners and complementary healthcare practitioners) and others who are in a position to make purchasing decisions (such as hospital administrators and procurement managers).

What does the Code regulate?

Claims and endorsements in advertising & promotional material

As very few products are marketed directly to consumers, most advertising material is directed to healthcare professionals. A company must be able to substantiate any therapeutic or promotional claim that it makes in an advertisement. It is fundamental that any therapeutic claim must be consistent with the intended purpose of the product. A company may not use the name or photograph of a healthcare professional without consent or in a way that is contrary to the ethical guidelines of a professional association.

Provision of product training and education by industry

The Code acknowledges the need for training and education in the appropriate use of products; this includes discussions about product features and performance, and its terms of sale. In general, the training must be conducted in appropriate training facilities and any hospitality provided to a healthcare professional must be modest in value and subordinate in time and focus to the overall proceedings. A company may pay for reasonable travel and accommodation costs incurred in attending the training.

Third party educational conferences

The Code permits the payment of a grant or sponsorship to the organiser of a conference (usually a professional association or training institution) to enable funding of attendance, provided the conference organiser selects the recipient. In order to ensure transparency in the relationship between the healthcare professional and a company, the Code does not permit direct payment of the costs of travel and attendance at a conference.

Alternatively a company may make a grant to an institution for medical education purposes and the grant may be used by that institution in meeting the cost of a healthcare professional or trainee to attend an educational conference.



Hospitality for healthcare professionals

The Code permits companies to provide hospitality to healthcare professionals in limited circumstances - by sponsorship of hospitality at a third party conference and by provision of hospitality as collateral to an educational function. The key requirements are that the hospitality is subordinate in time and value to the overall proceedings and must have an educational component.



Consultancy arrangements with healthcare professionals

For patient safety and innovation there is a very close and ongoing working relationship between medical technology companies and healthcare professionals. A company may retain a healthcare professional on contract as a consultant to provide advice, research or consulting services, or to serve on an advisory board.

The Code requires that any compensation is consistent with fair market value for the services provided, selection is based on the qualifications and expertise of the consultant and not on volume or value of business generated, and the arrangements are well-documented.

Fellowships

Under the Code companies can fund fellowships to enable specialist education of healthcare professionals. The recipient of a fellowship grant needs to be accredited by a professional association to deliver specialty education.