The Medical Technology Industry Code of Practice Licence

MTAA **Medical Technology**
ASSOCIATION OF AUSTRALIA

About the Code

Collaboration and interaction with healthcare professionals are essential to the medical technology industry. Medical technologies are designed and produced in close collaboration with the clinicians who use them, often leading to significant product improvements and iterative development based on feedback. Industry needs to provide information and education on their products to ensure that healthcare professionals use technologies safely and effectively on patients.

The Medical Technology Association of Australia (MTAA) administers the Medical Technology Industry Code of Practice to facilitate ethical interactions between healthcare professionals and the medical technology industry.

The Code is a self-regulatory industry code that addresses several key areas of industry activity, e.g. claims and endorsements in advertising and promotional material, gifts, product training and education, third party educational conferences, hospitality, consultancies and fellowships.

The Code is a voluntary code and, while binding for members of MTAA, is advisory for non-member medical technology companies.

For a copy of the Code, please access the MTAA website.

Code licence

The Code licence uses a special licensee logo to identify medical technology companies that support and comply with the Code, and who have taken steps to implement the Code in their company policies and procedures.

MTAA members may apply to become licensees. Companies which are not members of the MTAA may also apply to become licensees if they meet the requirements of the Code licence. This means that the company not only complies with the Code, but also submits to its requirements for compliance monitoring and education, and embeds it in the company's operations.

The licensee logo can be displayed on letterhead, business cards, promotional material and at meetings and conferences. It may not be used on any product and does not indicate an endorsement or certification by MTAA of the company or its activities.

Licence requirements

Companies interested in using the logo need to sign an annual licence agreement prior to its use.

The licensee must take the following steps to implement the Code prior to the issuing of the Code licence by MTAA:

● Establish policies and procedures consistent with the Code

● Identify an executive-level person in the company who is responsible for compliance and informed to answer questions about the company's Code policies and procedures

● Provide a copy of or a link to the Code on the company website

● Provide comprehensive training on the Code to relevant employees and contractors and ensure training of new employees and contractors

● Monitor compliance and assess the effectiveness of the company's Code policies and procedures

● Establish an anonymous reporting mechanism and disciplinary process to address deficiencies or violations of company Code policies

Companies can renew the Code licence annually if they continue to meet the licence requirements.

Benefits

The benefits of implementing and using a Code licence logo for companies are visibly far reaching.

● Demonstrate your commitment to ethical business practices

● Use of licensee logo on company materials e.g. annual reports, business cards, letterheads, conference banners and signage and other marketing materials

● Educate your staff and contractors about your Code policies

● Support your staff's Code compliance

● Promote awareness of healthcare professionals and others of the Code

Eligibility

The Code licence is available to all companies in the medical technology industry regardless of MTAA membership if they meet the eligibility criteria.

Fees

The annual licence fee for the use of the licensee logo is $350.

Further Information

To find out more, please visit the MTAA website or contact the Code Manager.

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