



MEDEC

CANADA'S MEDICAL TECHNOLOGY COMPANIES
LES SOCIÉTÉS CANADIENNES DE TECHNOLOGIES MÉDICALES

MEDEC Code of Conduct Quiz Q&A's on New Code

Q.1 What does a code of Conduct stand for?

A set of guiding principles used for ethical business practices and interactions.

Q.2 How long have we had a Code of Conduct for our industry?

The code was launched in 2005; and has been revised and restated in 2010 and 2012.

Q.3 Why do we need a Code of Conduct?

Having a Code of Conduct demonstrates to healthcare professionals that we advocate ethical business practices.

Q.4 What group of individuals may have material influence over purchasing decisions?

Healthcare Professionals

Q.5 Are Codes of Conduct found exclusively in the healthcare industry?

No

Q.6 Why was the code revised and restated?

- Changing business environment
- Changing laws, policies and practices
- Add clarification to section on gifts
- Add clarification to the section on compliance with the code
- Add new sections related to entertainment and recreation; meals and travel; and product evaluations

Q.7 In which provinces can a Code of Conduct be used?

All provinces and territories in Canada.

Q.8 Is a Code of Conduct a new requirement by government?

No, although having one will likely help to improve relations with government.

Q.9 Which customers do a Code of Conduct typically apply to?

All industry customers, stakeholders and partners, including administration.

Q.10 Who developed MEDEC's Code of Conduct?

MEDEC Members. The Board of Directors is made up of MEDEC Members who advised on the development and Members were consulted during the review process with legal counsel sought.

Q.11 Who will monitor adherence to the industry's Code of Conduct?

Individual member companies are encouraged to report potential Code violations to the MEDEC Code of Conduct Review Committee.



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Q.12 If a Canadian company has its headquarters in the US or Europe, does the company refer to Advamed's or Eucomed's Code of Conduct?

The MEDEC Code of Conduct is a "made in Canada" approach and is intended to be used in the broader marketplace.

Q.13 In a membership driven association, who is guided by a Code of Conduct?

Individual members, member companies, staff and all associated industry partners refer to it to guide their professional integrity.

Q.14 Does a Code offer legal advice?

No. Codes are intended to facilitate behavior and in the case of MEDEC's Code, adherence is voluntary and monitored by individual companies.

Q.15 What are some major revisions to the 2012 MEDEC Code?

1. MEDEC member Companies may adopt the Code and become "Code Certified".
2. Compliance with the MEDEC Code now includes an adjudication process for reporting potential Code issues and complaints.
3. Additional clarification to section on "Gifts" by noting branded promotional items should have a fair market value of \$10 Cdn. or less.
4. Adding clarity on gifts to HCPs for significant life events.
5. New sections on "Entertainment & Recreation", "Meals & Travel", "Product Evaluations" to provide clarification on what should and shouldn't be reimbursed.