GLOBAL STATEMENT ON ETHICAL INTERACTIONS BETWEEN MEDICAL TECHNOLOGY COMPANIES AND HEALTHCARE PROFESSIONALS

May 19, 2011

Medical technology industry Codes of Ethics and Business Practice support and promote ethical interactions among medical device and diagnostics companies ("Companies") and Healthcare Professionals ("HCPs") in order to assure ongoing development of advanced medical technologies and patient access to the safe and effective use of medical technologies.

Healthcare and medical technology innovation increasingly extends beyond national and cultural boundaries, and there is a growing need to promote internationally a culture in Companies' interactions with HCPs based on common high ethical principles.

Even though different in their wording and in some detailed points, industry codes share the same goals and spirit. They promote the principles of:

- Legitimacy,

- Transparency,

- Independence and

- Appropriateness of relationships between Companies and HCPs.

These ethical standards are illustrated with practical guidance on structuring appropriate arrangements, such as:

- Research and Development to advance medical science, develop new technologies, improve existing products and services, and enhance the quality and efficacy of care for patients. Through consultancy agreements with Companies, HCPs are engaged in, for example, product research and development and clinical trials.

- Education of HCPs, for example through support to third-party educational programs and educational grants;

- Training HCPs on device deployment, use and application to facilitate the safe and effective use of medical technologies by HCPs; and

- Providing donations for charitable or other philanthropic purposes to support *bona fide* charitable organizations and missions.

Ethical behaviour is a prerequisite for continued professional collaborations necessary to the ongoing advancement of medical technology and to the appropriate use of medical technologies in healthcare systems in the best interest of the patient. It is critical that these medically beneficial and collaborative interactions among Companies and HCPs preserve independent

decision-making by HCPs and public confidence in the integrity of patient care, treatment and product selection.

The undersigned medical technology associations will further their longstanding work to promote ethical collaborations among Companies and HCPs globally, and together commit to:

- Promote ethical interactions among Companies and HCPs by encouraging Companies to adopt compliance programs and policies consistent with the applicable industry codes;

- Provide guidance to the medical technology industry at large on ethical business conduct relating to Companies' interactions with HCPs;

- Support education and compliance of Companies with all applicable laws, regulations or professional codes (including national association codes) that may impose more stringent requirements, relating to Companies' interactions with HCPs; and

- Work together to advance ethical collaborations consistent with the respective codes globally, through regular communication, joint policies (where appropriate), joint activities, and other appropriate collaborations.

Advanced Medical Technology Association

Stephen J. Ubl
President and CEO

Eucomed

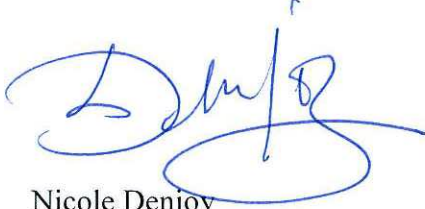John Wilkinson
Chief Executive

EDMA - European Diagnostic Manufacturers Association

Philippe Jacon
Director General

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COCIR - European Coordination Committee of the Radiological, Electromedical and Healthcare IT Industry
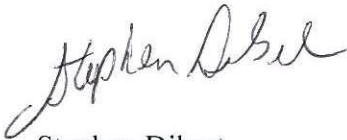
Nicole Denjoy
Secretary General

IMEDA - International Medical Device Manufacturers Association

Alexandra Pretiakova
Executive Director

MEDEC - Canada's Medical Technology Companies
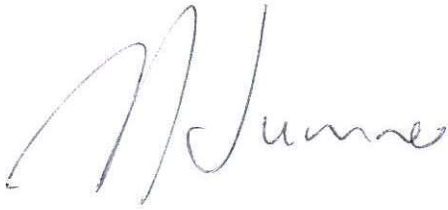
Stephen Dibert
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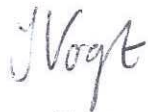
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