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AdvaMed
Advanced Medical Technology Association

TO: Health Care Professionals
FROM: Pamela G. Bailey
RE: Critical Information for Your Practice

AdvaMed, the Advanced Medical Technology Association that represents more than 1,100 medical technology companies and subsidiaries (for a full listing of AdvaMed members go to www.advamed.org), has updated its "Code of Ethics on Interactions with Health Care Professionals." The new Code sets out clear expectations for ethical interactions between industry and health care providers. It follows on the pharmaceutical industry's new "PhRMA Code on Interactions with Health Care Professionals" and shares some, but not all, of that Code's provisions. While AdvaMed knows that the vast majority of health care and industry professionals behave responsibly and ethically, the transgressions of a few have drawn increased scrutiny and attention, first to the pharmaceutical industry, and now – potentially – to your relationships with the medical technology industry.

AdvaMed members adopted this new Code of Ethics in response to this scrutiny and to the rapidly changing health care fraud enforcement environment. AdvaMed's members are concerned about this situation because it presents risks to the industry itself, and to physicians and other health care industry professionals, who are so critical to the delivery of life-saving and life-enhancing therapies.

AdvaMed's members want to ensure that physicians understand the provisions of this new Code and the new limitations it presents. Restrictions on entertainment, meals, meeting locations, donations, and gifts are included.

AdvaMed also wants physicians to know that certain critical interactions between physicians and the medical technology industry have been preserved. Physician partners are vital to the continued development and improvement of medical technology, and collaborations between industry and physicians, such as consulting and research, are still allowed. The delivery to physicians of training and education on the safe and effective use of complex medical technologies will, and must, continue.

Enclosed is a short brochure summarizing the new Code. You will find the entire Code, which becomes effective January 1, 2004, as well as additional information about it, at http://www.advamed.org/code_of_ethics.htm. We encourage you to familiarize yourself with this information and to share it with your staff and colleagues.

Sincerely,

Pamela G. Bailey
President