

# News Release

For Immediate Release

## **MEDEC REVISES AND RESTATES CODE OF CONDUCT TO ENSURE HIGH ETHICAL STANDARDS IN INTERACTIONS WITH HEALTHCARE PROFESSIONALS**

(Toronto, April 5, 2010) Effective today, April 5, 2010, MEDEC membership has adopted a revised and restated Code of Conduct on Interactions with Healthcare Professionals.

“The changes are designed to ensure that medical technology companies and their representatives uphold the highest ethical standards,” says Jim Wilson, chair, MEDEC Board of Directors, “and to ensure the collaboration between Healthcare Professionals and industry are not called into question.”

While the MEDEC Code of Conduct applies to all MEDEC members, non-members may also use the MEDEC Code as guidance in their company’s interaction with healthcare professionals.

“MEDEC strongly encourages all companies to adopt this Code and to implement an effective compliance program,” says Stephen Dibert, CEO and president of MEDEC. “A compliance program that includes policies and procedures that foster compliance with the code and whose main intent is to ensure the highest ethical standards.”

The revised Code encourages companies to follow the seven elements of an effective compliance program, appropriately tailored for each company, namely:

1. implementing written policies and procedures;
2. designating a compliance officer and compliance committee;
3. conducting effective training and education;
4. developing effective lines of communication (including an anonymous reporting function);
5. conducting internal monitoring and auditing;
6. enforcing standards through well-publicized disciplinary guidelines; and
7. responding promptly to detected problems and undertaking corrective action.

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Other revisions to the Code include:

- Adding a new “Value Added with respect to Request for Proposals (RFP) and Tenders” section under which MEDEC provides a position on value added requests by healthcare facilities in RFPs and Tenders.
- The replacement of the term “members” with reference to “companies”.
- “Medical devices” are now referred to as “medical technologies” and are distinct from drugs and biologics.

The revisions to the Code were approved by the MEDEC Board of Directors in December 2009 for implementation in April 2010 and represent the members’ views on interactions with Healthcare Professionals.

The Code of Conduct and related information is available on the MEDEC website at [www.medec.org/code](http://www.medec.org/code).

MEDEC is the national association representing the medical technology industry in Canada. MEDEC is the primary source for advocacy, information and education on the medical technology industry for members, the greater healthcare community, industry partners and the general public. Our 150 industry members are committed to providing safe and innovative medical technologies that enhance quality patient care and advance patient outcomes.

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