

**MedTech Europe
Code of Ethical Business
Practice**

EHRA Summit – March 2017



**EUROPEAN
SOCIETY OF
CARDIOLOGY®**

Hammer-Los! Bayern muss gegen Real ran

Dortmund trifft auf Pep-Besieger Monaco



Wer kriegt wen? Noch zwei Stunden sind es bis zum Finale der Champions League am 3. Juni im National Stadium of Wales in Cardiff

MedTech Code



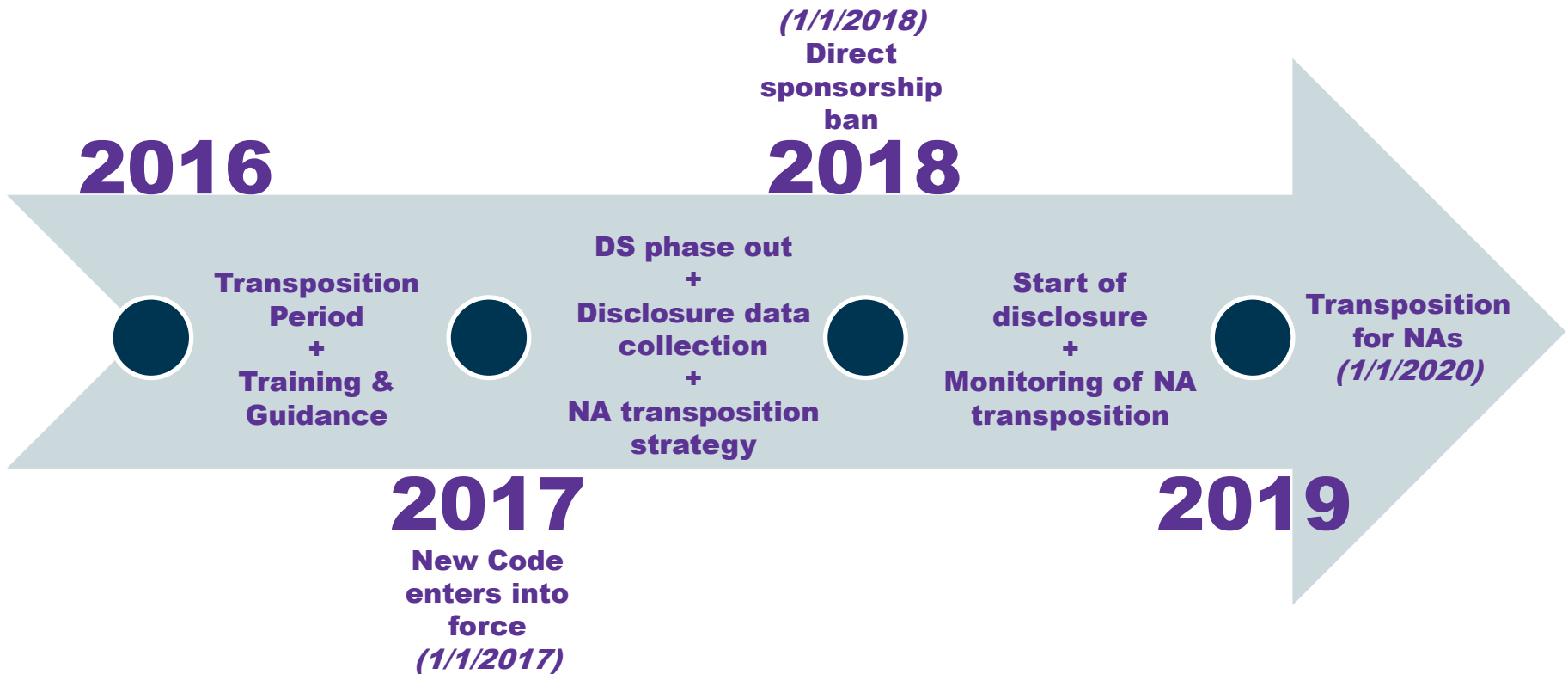
CODE

Party Organised Educational Events, Entertainment must be outside of the educational programme schedule and paid for separately by the Healthcare Professionals. Entertainment should not dominate or interfere with the overall scientific content of the programme and must be held during times that do not overlap with a scientific session. The Entertainment should not be the main attraction of the Third Party Organised Educational Event.

2. Event Location and Venue

The Event location and venue should not become the main attraction of the Event. For the location and the venue Member Companies must take into account at all times the following considerations:

- Potential adverse public perceptions of the location and venue for the Event. The perceived image of the location and venue must not be luxury, or tourist/holiday-oriented or that of an Entertainment venue.
- The Event location and venue should be centrally located when regard is given to the place of residence of the majority of invited participants.
- The need for ease of access for attendees.
- The Event location and venue should be in or near a city or town which is a recognised scientific or business centre suitable for hosting an Event which is conducive to the exchange of ideas and the transmission of knowledge.
- Member Companies must take into account the season during which the Event is held. The selected time of year must not be associated with a touristic season for the selected geographic location.





Educational Grants to support Third Party Organised Events

- Support for these Events
- Support for HCP Participation

Other Educational Grants to HCOs

- Scholarships & Fellowships
- Grants for Public Awareness Campaigns

2017 data as of 2018



Preserving Independent Education & Industry Partnerships

- **17 March:** EHRA face to face meetings with industry partners (Palma) to discuss grant intentions & modelling for 2018. Topics to be covered, eligibility criteria
- **March – June:** Development of grant programmes based on face to face industry meetings & grant template
- **Summer 2017:** Launch of grant programme throughout Europe for EHRA EUROPACE 2018
- **September 2017:** Launch of grant programme throughout Europe for EHRA Educational Courses