**“Sponsorships have not ended”**

The South African Medical Technology Industry Association (SAMED) aligned itself with both their American and European counterparts when they agreed to stop allowing members to sponsor attendees to conferences.

As of January 1, 2018, no company may provide *direct sponsorship* to allow Healthcare Professionals (HCPs) to attend *third party organised conferences.*

Companies may, however, provide *direct sponsorship to company arranged product or procedure training.*

The table below details the various events and shows the rules applicable in regard to direct sponsorship.

|  |  |
| --- | --- |
| Type of event | Applicable rule |
| Third-party organised educational events (main programme) | Companies will not be able to directly support a healthcare professional, neither as a delegate nor as a speaker |
| Company-organised events in the framework of third-party organised events (eg satellite symposia) | Companies may directly support speakers (ie their consultants) at the company-organised event but not delegates |
| Third-party organised procedure/hands-on trainings | Companies may support delegates but not speakers, the latter being independent |
| Company-organised product/procedure trainings | Companies may directly support a healthcare professional either as a delegate and/or as a speaker |

Click here for: [The Medical Device Code of Ethical Marketing and Business Practice](http://www.samed.org.za/Filemanager/userfiles/Medical%20Device%20Code%20of%20Ethical%20and%20Business%20Practice%20V3.pdf)

and [SAMED Guidance Document on the Management of Indirect Sponsorship and Associated Educational Grants](http://www.samed.org.za/Filemanager/userfiles/SAMED%20Guidance%20Document%20regarding%20indirect%20sponsorships%20and%20grants%20May%202018.pdf) which provides the detail regarding direct and indirect sponsorships.

It is imperative that Healthcare Professionals understand that the change *does not* mean the end of Industry support for education! Companies will still be supporting the attendance of Healthcare Professionals to even third party-organised events, but it is the selection process of attendees that has changed.

The selection process is now undertaken independently of the companies, who may however specify certain criteria for attendees e.g. an Interventional Cardiologist at Charlotte Maxeke Hospital who has experience in treating atrial fibrillation.

Alternatively, companies may state that their grant of R25,000 must be used for registration costs of nurses only.

There has been some resistance from Healthcare Professionals to applying for funding to attend third-party organised events, but unless they do so, they will have to fund such attendance themselves.

Entities that are able to process applications include hospitals, professional conference organisers (PCOs) and medical societies.

These entities are strongly encouraged to advertise which events they are processing applications for – and Healthcare Professionals are as strongly encouraged to make application. The process involves matching Healthcare Professionals to company criteria.

In essence, the message is clear: Industry continues to support medical education, but Healthcare Professionals must adapt to the new selection processes.

To this end SAMED has arranged a stakeholder workshop for 26th September 2018, the details of which are contained in the body of this email. We do hope you can attend. Any stakeholders requiring further clarification regarding direct and indirect sponsorship should contact SAMED at: info@samed.org.za

Yours Sincerely

Tanya Vogt

SAMED Executive Officer

(not signed due to electronic circulation)