

For more information on the Code

This Brochure is intended to provide a brief overview of the Code's key messages. The full text of the Code of Conduct is available at www.ivd.org.au/code

If you have a concern about any aspect of the Code, or an activity which you consider may breach the Code please contact IVD Australia. Support and advice will be given to you in consideration of your complaint

In addition IVD Australia has developed an online training module aimed at providing a better understanding of company responsibilities under the Code.

The training is available to all persons interested, please visit the IVD Australia website.

About IVD Australia

IVD Australia represents multinational companies, local distributors and Australian manufacturers of IVDs.

IVD Australia believes that high quality, cost effective *in vitro* diagnostics and related services make a significant contribution to the health and wellbeing of all Australians.

Our members currently supply products valued at over \$800,000,000pa and they employ over 2500 people across Australia.



1300 IVD AUS (483 287)
www.ivd.org.au



Guide to the Code of Conduct



www.ivd.org.au

About IVD Australia Code of Conduct

IVD Australia recognises and respects the professional responsibility of Health Care Professionals (HCPs) to make independent decisions regarding the health care of their patients. Members of IVD Australia can support this responsibility and serve the best interest of patients through ethical interactions with HCPs.

As the representative body for the *in vitro* diagnostics Industry in Australia, IVD Australia has a responsibility to ensure that the promotion and sale of these products occurs in the highest ethical and responsible manner.

IVD Australia has developed a Code of Conduct for the IVD industry. The Code of Conduct provides an ethical framework that governs the interactions between *in vitro* diagnostic members and the individuals or entities that provide healthcare services to patients or that purchase, lease, recommend, use, or prescribe *in vitro* diagnostics in Australia.

Adoption of this code is mandatory for IVD Australia Members, but those in the industry who are not members are also strongly encouraged to adopt it.

Interactions covered by the Code

Many interactions between Members and Healthcare Professionals advance medical science and improve patient care. These include those established to:

- Develop or improve *in vitro* diagnostic technology.
- Promote the safe and effective use of *in vitro* diagnostics
- Promote or support research and education

The IVD AUSTRALIA Code of Conduct, available in its full format at www.ivd.org.au/code, clearly provides guiding principles for several key areas of industry activities such as product training and education, third party conferences, gifts & donations, hospitality, promoting and advertising IVDs, and interactions with HCPs.

SUPPORTING THIRD-PARTY EDUCATIONAL CONFERENCES

Members may provide grants to a conference sponsor to reduce conference costs or grants to institutions or relevant organisations to allow attendance by Healthcare Professionals when:

- The conference or grant is primarily dedicated to scientific and educational activities.
- The institution, organisation or conference sponsor selects attending Healthcare Professionals who are in professional development. Such grants should be paid only to organisations with a genuine educational purpose or function for legitimate educational activity expenses and must be consistent with relevant guidelines established by professional societies or organisations.

SALES, PROMOTIONAL AND OTHER BUSINESS MEETINGS

It is appropriate for members to conduct training, promotional and other business meetings with HCPs to provide product education, demonstrations and training in the effective use of *in vitro* diagnostics.

These meetings must take place in a location conducive to learning that does not detract from the educational nature of the training.

Members may pay for occasional modest meals in connection with such meetings. In addition, in cases where it is necessary to demonstrate non-portable equipment, or conduct plant tours, members may pay for reasonable travel costs, lodging and modest meals for HCPs to attend such demonstrations or tours, but may not pay for attendance by of their partners, family members or guests.

HOSPITALITY FOR HCPs

Members may only provide hospitality to Healthcare Professionals in conjunction with the provision of training or education or in the context of a third-party educational conference. The hospitality should be limited to those who actually participated in the meeting, it must be modest in nature and must be secondary to the educational event.

The Code states that all interactions between Members and HCPs should be professional and facilitate the exchange of information that will benefit patient care. To avoid the appearance of any impropriety, Members must not provide or pay for any entertainment of HCPs.

CONSULTING ARRANGEMENTS WITH HCPs

To further medical innovation and research, members may engage HCPs in a consultancy role. The Code identifies important standards that members should follow with respect to consulting arrangements with HCPs:

- Consulting agreements should be for bona fide services and should describe all the services that are to be provided. There should be a written research protocol when clinical research services are being provided
- There should be a legitimate need for the services, which is identified and documented in advance
- Consultants should be selected based upon their qualifications relative to the defined need
- Compensation should be at fair market value without regard to the value of the consultant's business
- Members may pay for reasonable and actual expenses, such as travel, modest meals and lodging, incurred by the consultant (but not for partners, family members or guests)

DONATIONS AND GRANTS

Provision of research and educational grants and charitable donations by Members are worthwhile undertakings provided they are not offered as an unlawful inducement. Donations must only be made to institutions or entities which are able to receive them under applicable laws or regulations and must not be made in order to induce the use of a product. Members may make research grants to support genuine medical or scientific research where the purpose of the grant is clearly documented, and the research program is administered by an institution independent of the donor.

Members may also make grants to support public education of patients or the wider community in respect of important healthcare topics. All donations and grants should be appropriately documented and acknowledged where appropriate.