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AdvaMed launches Code of Ethics for medtech sector

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The code will provide medical technology and diagnostics makers with compliance principles and guidance



The Advanced Medical Technology Association (AdvaMed) has launched the AdvaMed Code of Ethics on interactions with healthcare professionals in India. It provides medical technology and diagnostics makers with compliance principles and guidance that addresses key legal risk areas that govern business relationships and activities.

The code is intended to help companies make reasonable and appropriate decisions that align with the code's cornerstone values of innovation, education, integrity, respect, responsibility and transparency.

The AdvaMed code aims to bridge the gap and drive cognizance of the unique requirements of the medtech sector concerning training and clinical research. The code has considered provisions of the UCPMP, MCI guidelines, local anti-corruption laws in India, the UK, and the US, along with the specific requirements of medical device companies.

"We urge all med-tech companies – including small, medium, and large size firms and all the representatives on the forefront of these businesses to proactively adopt the code. The code will not only standardise interactions with healthcare professions during their business but also help maintain a healthy MedTech innovation ecosystem for the benefit of the industry as a whole," Abby Pratt, Senior VP, Global Strategy & Analysis, AdvaMed, said.

The AdvaMed India Code was developed in response to a recommendation from the AdvaMed India Executive Committee to promote greater consistency across the MedTech industry in India.