

*The following guidelines have been designed to guide Healthcare Sector professionals and companies to apply and interpret the dispositions of the Law on medicinal products and of the Mdeon Code of Ethics in relation to premiums and benefits of negligible value.*

### LEGAL FRAMEWORK?

It is permissible for companies from the pharmaceutical or medical devices sector to offer premiums and benefits to Healthcare professionals, to the extent that these gifts are of negligible value and related to the practice of the profession (article 10, §2, 1° of the Law of 25 March 1964 concerning medicinal products\*).

### A QUESTION?

Companies or Healthcare professionals who so wish can ask the Mdeon Visa Office *written advice* about the question if a proposed gift is in accordance with the Mdeon Code of Ethics.

### NEGLIGIBLE VALUE?

- ❖ Of a nature which will have no influence on medical decisions
- ❖ Maximum 50 EUR per gift (market value, VAT included)
- ❖ Maximum 125 EUR per annum, per Healthcare professional and per company (VAT included)
- ❖ The limited value is determined on the basis of the gift as a whole entity and not on the value of its constituent parts

### LINK WITH PROFESSIONAL ACTIVITY?

- ❖ The gift has a function in the *normal and current* exercise of the Healthcare professional's profession
- ❖ The gift has a link with the practice of medicine, pharmacy, dentistry, veterinary medicine, etc. of the Healthcare professional or with the administrative activity relating to his or her work
- ❖ The gift is not intended for purely personal use
- ❖ The giving of the gift is not associated with a private or personal event (birth, birthday, wedding, etc.)

### TYPE OF GIFT?

- ❖ Only in kind / no cash or its equivalent
- ❖ Small / discreet
- ❖ Principles also applicable to gifts distributed on exhibition stands / to immaterial gifts



### A C C E P T A B L E

Diaries, calendars, scientific books of a medical or pharmaceutical nature, scientific CD Roms stationery items, clinical items (reading charts, nail brushes, tongue-depressor, surgical gloves, wipes, etc.) computer accessories for professional use, etc.



### U N A C C E P T A B L E

Decorative objects, digital photo frame, iPod, champagne cooler, coffee machine, mp4, gift voucher, reduction voucher, camera, bottles of wine, tickets for the theatre or other cultural, sporting or recreational events, mobile phone, scanner, radio, suitcase, sport/travel bag, alarm clock, cups, watch, etc..

\* It must not be forgotten that §1 of this article forbids in general the offering of all premiums and benefits by companies to Healthcare professionals as well as requests of the same by the said professionals. In addition, gifts must be in accordance to the legal requirements relative to the advertising of medicinal products and medical devices.