

News Release

For Immediate Release

Medical Device Industry Code Of Conduct Designed to Guide Interactions With Healthcare Professionals In Order To Maintain Ethical Relationships

Toronto (March 31, 2005) – MEDEC – Canada's Medical Device Technology Companies – today launches an industry Code of Conduct that sets the bar for the medical device industry in Canada. The new Code of Conduct guides industry companies and builds the standard for ethical business practices in relationships with healthcare professionals. The MEDEC Code of Conduct provides guiding principles to promote socially responsible industry conduct and productive and principled business practices and interactions.

Members took the lead on developing the MEDEC Code of Conduct. MEDEC members recognize that interactions between medical technology companies and healthcare professionals are unique to the industry and that a "Made in Canada" approach is needed in light of recent American and European codes. "MEDEC's development of an industry Code of Conduct again demonstrates the proactive approach and leadership strength of the association and its members. We see the Code as becoming the recognized standard for the medical device industry in Canada," commented Stephen Dibert, MEDEC President and CEO.

The Code sets out guidelines for member-sponsored product training and education; sponsorship of third-party educational conferences; sales and promotional meetings; arrangements with consultants; gifts to healthcare professionals; and grants and other charitable donations. Adherence to the Code of Conduct is voluntary and self-monitored by individual member companies. A MEDEC Code of Conduct symbol has also been released. It identifies the active role that member companies are taking to ethically govern quality, professionalism and best practices with healthcare professionals.

MEDEC is the national industry association representing medical device and diagnostic companies. Our members are dedicated to serving the healthcare community through the provision of high quality medical products and services that benefit Canadians. MEDEC serves as the primary source for advocacy, information and education for the medical device industry.

To obtain a copy of MEDEC's Code of Conduct, please go to www.medec.org/code or contact the MEDEC office.

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