

CODE OF CONDUCT

February 2008

Please note that this Code of Conduct applies to Diagnostic Imaging and Oncology Care sectors. The Pharmaceutical sector is governed by the ABPI in this regard.

1. Entertainment & Corporate Hospitality

AXrEM member companies seek to maintain high standards with regard to customer engagement.

We welcome the guidance provided to Health Service staff by the Department of Health and the Common Service Agencies for Scotland, Wales and Northern Ireland in documents such as HSG(93)5: Standards of Business Conduct for NHS Staff.

The Institute of Purchasing and Supply acknowledges that, "Modest hospitality is an accepted courtesy of a business relationship". AXrEM aims to provide guidance with respect to the offering and acceptance of corporate hospitality.

The following fundamental principles pertain to Entertainment and Hospitality, and form the foundation of this Code:

1. **The Principle of Separation** - A clear separation must exist between any advantages or benefits granted by Members to Healthcare Professionals or Procurement staff, and the decision making process resulting in the procurement of Members' products or services. The purpose of this principle is to ensure that such advantages or benefits do not influence business transactions between Members and Healthcare Professionals or Procurement staff.
2. **The Principle of Transparency** - Advantages or benefits to Healthcare Professionals or Procurement staff should be disclosed to their institution's administration or management and documented to ensure accountability.
3. **The Principle of Proportionality** - Any consideration given to a Healthcare Professional in exchange for a service provided or other performance should not exceed normal market value. Also, with respect to entertainment, the value must be reasonable and appropriate to the position and circumstances of the recipient, and the occasion on which it is given.

Attendance at a business meeting with meal would not be covered by this Code, unless the meal was accompanied by attendance at a Hospitality or Entertainment event, and the nominal value of the Hospitality or Entertainment component exceeded the value of the meal.

It is recommended that Members include the following paragraph with any Entertainment/Hospitality invitations:

- A. Commensurate with the AXrEM (Association of Healthcare Technology Providers for Imaging, Radiotherapy and Care) Code of Conduct, <<INSERT COMPANY NAME>> would like to stress that this invitation has not been extended to you for purposes of influencing your actions or persuading you to do or fail to do any act in violation of your lawful duties, in order for <<INSERT COMPANY NAME>> to obtain or retain business or gain any other improper advantage or benefit in the conduct of business.
- B. In accepting this invitation, we understand that you have verified your compliance with all applicable legal requirements.
- C. Where appropriate we also recommend, as a precautionary measure and only insofar as you consider it to be reasonable, that you seek approval from your Employer relating to your acceptance of this invitation.

2. Overseas Clinical/Supplier Site Visits

The industry recognises the need to provide, for potential users, procurement officers or their scientific and technical advisers, opportunities to visit working installations of innovative equipment for the purpose of assessing, testing or forming subjective opinions on the suitability of the equipment to meet clinical needs.

However, in the AXrEM sector the majority of equipment is designed and manufactured outside the United Kingdom. This means that it will often be necessary to arrange visits to overseas sites - hospital or manufacturer's factory - to carry out these investigations.

Bearing in mind that manufacturers and suppliers are committed at all times to minimise costs as an essential part of ensuring optimum value for money in providing equipment to the Health Service, AXrEM member companies have established the following procedural guidelines.

1. Before any action is taken with regard to a proposed visit, permission will be requested from the Authority contemplating purchase that the manufacturer may proceed with the arrangements.
2. Should permission be given, the Authority will be asked whether it wishes to pay the costs, e.g. travel and hotel accommodation, or, if that should not be the case, that it is in order for the manufacturer to bear these costs. Generally the most economical means of transport shall be booked, as appropriate for the distance travelled, ie Economy within Europe and Premium Economy for long-haul.
3. The number of visitors shall be restricted to the absolute minimum compatible with achieving the object of the visit. In the majority of cases the number of visitors will not exceed three.
4. For each project only one supplier funded visit per equipment shall usually be made to a clinical or reference site.