

Guide to the Pathology Technology Industry Code of Practice

Pathology Technology Australia is the peak body representing the innovative providers of pathology solutions in Australia. The power of our technologies, diagnostic tests, and our industry are the drivers of **innovative healthcare strategies and outcomes**. Our solutions are most often found in public and private pathology laboratories across Australia, and increasingly at the point-of-care, for HIV, diabetes and home pregnancy tests. Our Members adhere to the Pathology Technology Industry **Code of Practice**, engaging in **ethical** corporate conduct with healthcare professionals and organisations.

This Postcard is intended to provide a brief overview of the Pathology Technology Industry Code's key messages. The full text of the Industry Code of Practice is available at <http://www.pathologytechnology.org.au/Industry-Code/>

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

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

What you can expect from Pathology Technology Australia Members

- Honest and ethical business practices
- Modest hospitality associated with attending educational events
- Support for educational conferences via the conference organising body
- Grants or donations for research or educational purposes
- Donations to or sponsorship of bona fide charitable organisations

What a Member Cannot Do

- Provide gifts or prizes unless they are educational in nature and of minimal value
- Provide extravagant hospitality
- Pay for partners or family members to attend conferences or meetings
- Pay for tickets to sporting events, theatre or entertainment events
- Pay for leisure activities such as golf days
- Provide unlawful incentives that might influence the clinical or supply chain decision-making process



Interactions covered by the code

Many interactions between Members and Healthcare Professionals (HCPs) 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 pathology technology;
- Promote or support research and education.

The Pathology Technology Industry Code of Practice, available on our website, provides guiding principles for key areas of industry activities such as product training and education, third party conferences, gifts & donations, hospitality, promoting and advertising, and interactions with HCPs.



Members may choose to support **third-party scientific / medical educational conferences** and meetings in a variety of ways. All such support must be clearly documented outlining the nature and conditions of the support. Support could include:

- **Financial** Conference Support: the Conference Organisers should be responsible for and control the educational grants;
- **Hospitality**: for attendees as decided and selected by the organisers;
- **Faculty Expenses**: Selection of such Healthcare Professionals must be the responsibility of the Conference Organiser;
- **Advertisements, Demonstrations and Trade Displays**.

Members may only provide **hospitality**

- to HCPs in conjunction with the provision of training or conferences;
- that is modest in nature and not include entertainment (including, but not limited to theatre, sporting events, golf, skiing, and leisure or vacation trips).

Members may make unrestricted **donations** for charitable or philanthropic purposes

- supporting independent medical or scientific research, patient or community education or for the sponsorship of events;
- but, must not be made in order to induce the use of a product or service.

Sales, promotional and other business meetings with HCPs to discuss product features, conduct negotiations and arrange sales and deliveries. Where necessary Member employees may

- meet at a training facility, medical institution, laboratory, or other appropriate facility;
- with the agreement of the Healthcare Professional, provide or pay for modest hospitality for attendees;
- provide or pay for reasonable travel costs of attendees.

Members may engage HCPs in **consultancy roles** to further medical innovation and research.

- Consulting agreements should describe all services for which there is a legitimate need, identified and documented in advance.