

Title,
Name
Organisation

Date

Dear Doctor

SAMED Code of Marketing and Business Practice: Entertainment of Spouses

The Medical Device Industry Association of South Africa, SAMED, has recently updated its Code of Marketing and Business Practice. I have pleasure in attaching to this letter a copy of our Code, for your consideration.

In particular, the Code mentions in several places that the entertainment of physician's spouses is prohibited. The Code is mindful of the desire to avoid even the appearance that business courtesies are being given as improper inducements to promote a Member's products. For this reason, while it is appropriate for Members, as a matter of common courtesy and civility, to provide modest meals and hospitality for Healthcare Professionals at meetings, Congresses and similar events, such entertainment should be occasional, modest in nature and conducive to the underlying business purpose. The Code precludes the extension of these courtesies to persons such as spouses and partners of Healthcare Professionals, without a bona fide professional interest in the meeting.

I would be very grateful if you could bring this information to the attention of your physicians. Our members are sometimes confronted with the situation where spouses/partners of South African Healthcare professionals arrive at a function intended only for participating Professionals, and we seek to avoid the embarrassment that refusal of hospitality would incur. These provisions of the Code regarding spouse entertainment are in line with the guidelines issued by Advamed, the U.S. Medical Device Association, and Eucomed, the European Medical Device Industry Association.

Yours truly,

Tanya Vogt,
Chief Operating Officer,
SAMED