SASOP SPONSORSHIP OF MEETINGS, January 2016

SASOP has over the years enjoyed invaluable support from, and liaison with e.g. the pharmaceutical industry. The interaction ensures that psychiatrists enjoy access to updates in psychopharmacology and neuroscience by means of CPD events and congresses in which the pharmaceutical industry is a key role player. Pharmaceutical companies provide support by providing sponsorships for psychiatrists to overseas and international congresses, as well as to local meetings. They also contribute to the SASOP Professional Development Fund (PDF) which aims at promoting Psychiatry in South Africa through projects and which enables SASOP to provide support to those wanting to engage in CPD events locally.

Companies may choose to provide larger sponsorships to SASOP endorsed CPD weekend symposia. In most cases, except in the case of international meetings, the dispersion of available resources is done in conjunction with the CPD portfolio of SASOP and according to the 2011 SASOP Guidelines for Sponsorship (attached as Addendum A). The terms of these sponsorships and the guidelines that govern them are under constant review and efforts are made to reflect the trends worldwide, also being in line with the rules of the World Psychiatric Association.

SASOP provides an important point of access for pharmaceutical companies to their customers. Members of SASOP are also involved in research projects in conjunction with pharmaceutical companies.

1. Pharmaceutical Company Sponsorships and Interactions

With regard to sponsorship from and interaction with the Pharmaceutical companies, the following principles are applicable:

1.1 From the relevant professional associations

1.1.1 World Psychiatric Association (WPA)

- With regard to the control of the content of educational presentations and objectivity of information, the speaker/presenter or association as meeting organiser must be directly controlling the content
- Industry sponsorship in the form of unrestricted grants with a stipulation that the association shall have complete control over topics, speakers and audiences.
• Funding for such programs is provided to/through associations (or their administrative divisions), not directly to members
• Pharmaceutical marketing materials should not be distributed at the meeting.
• Minimising the reliance on Industry with public disclosure of all Industry support and relationships with Industry, and declaring of conflicts of interest
• The Association can accept support for congresses, but should make reasonable efforts to seek multiple sources of sponsorship
• Sponsorship must be openly disclosed
• Efforts should be made to identify topic, content and presenters independent from influences from Industry; ensuring that guidelines for CME are met
• There should be limits on exhibitions and exhibitor conduct should be such that the tone of the exhibit area is professional in nature

1.1.2 SASOP [SEE ADDENDUM A]

• The main incentive of CPD events is to bring attendees together to educate them and to exchange professional and scientific information
• A fair and transparent process is followed in the selection of delegates (Category A 25%, B 50% and C 25% of delegates):

Category A
- Members who have received NO previous sponsorship to the relevant or similar meeting
- Young and upcoming psychiatrists (younger than 40 years of age; practicing for five years or less)
- Oral Presenter at the relevant meeting/congress
- Convenor of the relevant meeting or member of the organising committee
- Heads of Departments of Psychiatry in Tertiary institutions and specialised facilities

It is envisaged that this category will make up 25% of the total sponsorships

Category B
- Members who serve on the SASOP Board of Directors, the SASOP Advisory Committee and the SASOP National Council
- Members who hold portfolios in their local subgroups
- Members who have received partial or full sponsorship to similar meetings/congresses
- Poster presenter at the relevant meeting/congress
- Consultant, or serving in the public sector for five years or more
- Registrars not previously sponsored

It is envisaged that this category will make up 50% of the total sponsorships

Category C
- Previous recipient of FULL sponsorship to a similar meeting/congress in the past four years
- Non-presenter at the meeting
- Registrars previously sponsored
  It is envisaged that this category will make up 25% of the total sponsorships

*Note: It is envisaged that these criteria will apply fully to the National Psychiatry Congress held biennially. For weekend meetings and symposia, it is envisaged that the criteria would apply to half of the delegates i.e. the company sponsoring the meeting would be free to invite half of the proposed delegates and the other half could be selected by these criteria.*

- Sponsors should be acknowledged without identification of specific products and no reference should be made to trade names of products. No travel, lodging or other cost should be paid by the Industry to individual members; scholarships and grants to be provided to the Association for disbursement.
- Speakers will be reminded to disclose any relationship with and sponsorship by Industry.
- The principal event should be around education and not the venue, meals, entertainment or other hospitality; costs involved should typically not exceed that which delegates may reasonably be expected to incur for themselves.
- Sponsorship by the Industry to local and/or national congresses is endorsed on the following criteria: Industry will indicate the extent of its sponsorship for delegates to attend local/national conferences through SASOP; and a fair and transparent process will be followed in the election and sponsoring of delegates to attend such events.
- The funds for the sponsorship to local/national congresses will be made available to SASOP, who will in turn sponsor the delegates on behalf of the industry to the conference organisers. The dedicated SASOP PROFESSIONAL DEVELOPMENT FUND (PDF) will be the conduit of such funds.
- It is permissible for companies to sponsor delegates to attend international conferences, either directly, or through professional associations/societies, with the proviso that a fair and transparent process should be followed in the election and sponsoring of delegates to attend such events, especially with regard to the attendance of such conferences by young and upcoming health care professionals, educators, and those from disadvantaged backgrounds.

1.1.3 **From the pharmaceutical industry**

1.1.3.1 **SA Code for the Marketing of Health Products (Section 17.2) - Association of South Africa (PIASA) and National Association of Pharmaceutical Manufacturers (NAPM)**

- The rationale for any meeting, or sponsorship to attend a meeting, is to be transparent, valid and cogent
- Consideration must be given to the educational programme, overall cost, facilities offered by the venue, nature of the audience, hospitality provided and the like
- As with any meeting, it should be the programme that attracts delegates and not the associated hospitality or venue and all entertainment and events have to be subordinate in time and nature to the sponsored meeting, congress, conference or seminar
• Payment of registration fees, travel and accommodation must be made to the professional associations/organisers and not directly to the healthcare professional or appropriate administrative staff; no payment may be made to the professional/staff for time spent at the event
• Sponsored speakers may receive reasonable honoraria

1.1.3.2 International Federation of Pharmaceutical Manufacturers and Associations (IAFPM)

• The purpose and focus of all symposia, congresses and other promotional, scientific or professional meetings (“Event”) for healthcare professionals organised or sponsored by a company should be to provide scientific or educational information and/or inform healthcare professionals about products (Article 7.1)
• Member companies may sponsor healthcare professionals to attend Events (Article 7.2) provided such sponsorship is in accordance with the following requirements: the Event complies with the requirements in this Code as described in Article 7.1; sponsorship to healthcare professionals is limited to the payment of travel, meals, accommodation and registration fees; no payments are made to compensate healthcare professionals for time spent in attending the Event; and any sponsorship provided to individual healthcare professionals must not be conditional upon an obligation to prescribe, recommend, purchase, supply, administer or promote any pharmaceutical product.

1.1.3.3 Pharmaceutical Research and Manufacturers of America (PHRMA)

• Companies should separate CME grant-making functions from its sales and marketing departments
• Any financial support should be given to the CME provider, which, in turn, can use the money to reduce the overall CME registration fee for all participants
• Financial support should not be offered for the costs of travel, lodging, or other personal expenses of non-faculty healthcare professionals attending the CME, either directly to the individuals participating in the event or indirectly to the event’s sponsor
SASOP SPONSORSHIP GUIDELINES
* REVISED 17 March 2011, Dr Ian Westmore

SASOP MISSION: To promote, maintain and protect the honour and interest of the discipline of Psychiatry as a medical specialty, to support member psychiatrists and to serve the community.

OBJECTIVES

In alignment with the main objectives of SASOP the objectives of the committee are:

1. To promote continuing education in Mental Health and Psychiatry.
2. To promote appropriate training and evaluation of standards of undergraduate and postgraduate students in Psychiatry.

LEGISLATIVE FRAMEWORK

1. The constitution of SASOP
2. The Certification by the Company Code Compliance Officer and the Marketing Code Authority of CPD - *Code of Practice for the Marketing of Medicines as proposed by the industry, December 2007* (Addendum A)
4. Health Professions Council, Medical and Dental Board, Guidelines for Good Practice in Medicine, Dentistry and the Medical Sciences, *Policy Statement on Perverse Incentives, Booklet 7, published, July 2002*. (Addendum C)

ACTIVITIES

1. Continuing professional education

1.1. Arranges programs for continuing education for Psychiatrists with consideration of the stated needs and interests of the membership.
1.2. Liaise with the organizers, review and approve Annual conferences and Education programs of the Association.

1.3. Liaise with the organizers, review and approve all Education programs for other Organizations that wish to co-sponsor events with the Association.

1.4. Develop guidelines and monitor the process of funding / sponsorship of all education programs.

1.5. Promote the education and training of general medical and other health care professionals in the diagnosis and treatment of mental illnesses and other topics pertinent to psychiatry in South Africa.

1.6. Disseminate information about all aspects of mental and emotional health to professional groups and the general public.

2. Promote research appropriate to Mental Health and Psychiatry in South Africa

2.1 Promote the education and training of psychiatric professionals in research.

2.2 Arrange sponsorship and encourage mental health research.

2.3 Generates own scientific activities and serves as an institutional base for scientific projects in the mental health field.

3. Promote appropriate training and evaluation of standards of undergraduate and postgraduate students in Psychiatry

3.1 Liaise and collaborate with the University Departments of Psychiatry and CMSA in the field of education for medical students and the program for post-graduate training.

3.2 Promote the updating of the curriculum for medical students and the program for post-graduate training in Psychiatry with University Departments of Psychiatry in accordance with the needs of the country.

3.3 Promote the evaluation of and monitor standards of undergraduate and postgraduate students in Psychiatry with University Departments of psychiatry and the CMSA

GUIDELINES

1. PHARMACEUTICAL INDUSTRY HOSTED CPD ACTIVITIES (NATIONAL AND REGIONAL) UNDER THE AUSPICES OF SASOP

1.1 Educational needs of targeted group

1.1.1 Continuing professional development (CPD) activities should address the educational needs of SASOP members.

1.1.2 The main incentive for bringing attendees together must be to educate them on the topics being presented and to exchange professional or scientific information.

1.2 Attendees at the meetings

1.2.1 A fair and transparent process will be followed in the selection of delegates to attend such events

1.2.1.1. The person sponsored should be a paid-up SASOP member and in good standing

1.2.1.2. In the interest of transformation, preference will be given to previously disadvantaged psychiatrists.

1.2.1.3. In the interest of development, special consideration will be given to applications by young psychiatrists and psychiatrists-in-training, upon recommendation by the relevant head of department and/or subgroup chairpersons

1.2.1.4. Preference will be given to members attending the sponsored event as:

• an active participant in the event as a presenter or session convener
• a chosen representative of SASOP on official SASOP business

To this end, the following system for selection is proposed:

Applications will be grouped as follows:

**Category A**
- Members who have received NO previous sponsorship to the relevant or similar meeting.
- Young and upcoming psychiatrists (younger than 40 years of age; practicing for five years or less).
- **Oral** Presenter at the relevant meeting/congress.
- Convenor of the relevant meeting or member of the organizing committee.
- Heads of Departments of Psychiatry in Tertiary institutions and specialized facilities.

*It is envisaged that this category will make up 25% of the total sponsorships.*

**Category B**
- Members who serve on the SASOP Board of Directors, the SASOP Advisory Committee and the SASOP National Council.
- Members who hold portfolios in their local subgroups.
- Members who have received partial or full sponsorship to similar meetings/congresses.
- **Poster** presenter at the relevant meeting/congress
- Consultant, or serving in the public sector for five years or more.
- Registrars not previously sponsored.

*It is envisaged that this category will make up 50% of the total sponsorships*

**Category C**
- Previous recipient of FULL sponsorship to a similar meeting/congress in the past four years.
- Non-presenter at the meeting.
- Registrars previously sponsored.

*It is envisaged that this category will make up 25% of the total sponsorships.*

**Note:** It is envisaged that these criteria will apply fully to the National Psychiatry Congress held bi-annually. For weekend meetings and symposia it is envisaged that the criteria would apply to half of the delegates i.e. the company sponsoring the meeting would be free to invite half of the proposed delegates and the other half could be selected by these criteria for the other half.

1.2.2 For National meetings, the invitation list should be first forwarded to:

[Update Jan 2016:
Healthman: Mrs Mardi Roos mardi@healthman.co.za, or designated
SASOP Honorary Secretary: Prof Liezl Koen (liezlk@sun.ac.za)
Chairperson of the Scientific Meetings and CPD Division: Prof Bernard Janse van Rensburg (bernard.sasop@mwbe.co.za)]

1.2.3. The final decision on sponsorship will be made by the CPD Division members and submitted to the SASOP Board of Directors for approval. Thereafter, the industry may invite the approved invitees.

1.2.4. The CPD Division will keep a register of attendees, to ensure an equitable and transparent rotation of access to resources.
1.3. Educational content

1.3.1. The decision on content and choice of CPD activities should be reached in consultation with the originator of the CPD activity and the CPD Division of SASOP. The content or format of the CPD activity or its related material should promote improvements or quality in healthcare and not solely or primarily a specific propriety business or a commercial interest i.e. drug promotional material.

1.3.2. Presentations should give a balanced view of therapeutic options. The title of the activity must fairly and accurately represent the scope of the presentation. Presentation of material must be accurate, give a balanced view of possible treatment options.

1.3.3. The World Psychiatric Association guidelines, the World Medical Association guidelines, as well as other International Psychiatric Association guidelines indicate that the association representing the medical discipline viz. psychiatry, which in this case is SASOP, has to approve academic content as well as speakers.

1.3.4. SASOP may acknowledge the sponsors, but will not identify any specific products. Non-proprietary pharmacological names of products should be used rather than trade names in the course of CPD activities.

1.4. Travel, lodging and other expenses with regard to the attendance of CPD events

1.4.1. No travel or lodging costs or other expenses should be paid by the industry to individual health care professionals to attend a CPD event. Scholarships, grants or other special funding (e.g. for out of town delegates and guest speakers) are permissible, provided the funds are paid to SASOP for disbursement. The organizers may extend reasonable honoraria and reimbursement for travel, lodging and meal expenses to speakers. Speakers must disclose their relationship with the pharmaceutical industry to attendees. This is strongly emphasized and speakers will be reminded by SASOP of this before their presentations.

1.4.2. The principal event should at all times centre around education and not around the venue, meals, entertainment or other hospitality, the cost of which should not exceed that level which the recipients might reasonably be expected to incur for themselves under similar circumstances.

1.5. Distinction between education, training and product promotion

1.5.1. A distinction should be made between education and training on the one hand and product promotion on the other. Practitioners cannot earn CPD points for attending product launches or other product promotion events.

1.5.2. Any product related information presented must be kept separate from the SASOP endorsed academic meeting. If a promotional event is being held at one of these workshops then it should be separated from the SASOP endorsed academic meeting and should be clearly delineated as such. For those not wishing to attend the promotional event an alternative activity should be planned e.g. if there is a promotional activity that includes a speaker presenting during supper, then alternative arrangements need to be made for supper for attendees not wishing to attend the promotional event.

1.5.3. It should not be binding on a doctor to prescribe certain medications/use certain instruments or materials/refer patients to a particular healthcare facility.
1.6. Administrative issues

1.6.1 National / Regional meetings

1.6.1.1. Attendees of a CPD event should always be asked to evaluate the program in terms of proficiency of the presenter, fair balance of content, and usefulness in enhancing the practice of medicine and helping improve patient care.

1.6.1.2. CPD certificates should be made available on the SASOP website (www.sasop.co.za).

1.6.1.3. It is politely requested that the sponsor should allow at least one hour in the program for a dedicated SASOP workshop. This should be advertised as such in the invitation. The current SASOP president or his representative should be invited to do the welcome address.

1.6.1.4. All requests (proposed dates and venues) should be forwarded to:

[Update Jan 2016:
Healthman: Ms Mardi Roos mardi@healthman.co.za, or designated
SASOP Honorary Secretary: Prof Liezl Koen (liezlk@sun.ac.za)
Chairperson of the Scientific Meetings and CPD Division: Prof Bernard Janse van Rensburg (bernard.sasop@mwbe.co.za)]

1.6.1.5. Allow at least two weeks for approval of dates. A longer period would be required for approval of the program.

1.6.1.6. The sponsors invitation and preliminary academic program listing all speakers (even provisional) should be included in the application.

1.6.2 Subgroup meetings

1.6.2.1. All requests (proposed dates and venues) should be forwarded to the respective:

[Update Jan 2016:
Healthman: Ms Mardi Roos mardi@healthman.co.za, or designated
SASOP Honorary Secretary: Prof Liezl Koen (liezlk@sun.ac.za)
Chairperson of the Scientific Meetings and CPD Division: Prof Bernard Janse van Rensburg (bernard.sasop@mwbe.co.za)]

1.6.2.1. Attendees of a CPD event should always be asked to evaluate the program in terms of proficiency of the presenter, fair balance of content, and usefulness in enhancing the practice of medicine and helping improve patient care.

1.6.2.2. CPD certificates should be made available on the SASOP website (www.sasop.co.za).

2. PHARMACEUTICAL INDUSTRY SPONSORSHIP TO CONGRESSES

It is well established practice and an acknowledged fact that practicing health care professionals and educators should be exposed to new knowledge and insight into their respective professions and/or disciplines by the attendance of international conferences, either locally or overseas. It is, however, also of utmost importance that young and upcoming health care professionals and educators and those from disadvantaged backgrounds be given an equal opportunity to expand their knowledge and understanding with regard to their
respective professions and/or disciplines by the attendance of such international conferences. It is, therefore, permissible for companies to sponsor delegates to attend international conferences, either directly or through professional associations/societies, with the proviso that a fair and transparent process should be followed in the election and sponsoring of delegates to attend such events, especially with regard to the attendance of such conferences by young and upcoming health care professionals and educators and those from disadvantaged backgrounds. Such sponsorships should furthermore be earmarked for specific educational events/conferences and not for holiday purposes.

2.1 Local/National congresses

In accordance with the legislations, SASOP will endorse sponsorship by the pharmaceutical industry to Local and/or National congresses on the following criteria:

2.1.1 Industry will indicate the extent of its sponsorship for delegates to attend Local /National conferences through SASOP. The funds for the sponsorship will be made available to SASOP, who will in turn sponsor the delegates on behalf of the industry to the conference organizers. The dedicated SASOP BENEFIT TRUST FUND will be the conduit of such funds.

2.1.2 A fair and transparent process will be followed in the election and sponsoring of delegates to attend such events

2.1.2.1. The person sponsored should be a paid-up SASOP member and in good standing
2.1.2.2. In the interest of transformation, preference will be given to previously disadvantaged psychiatrists.
2.1.2.3. In the interest of development, special consideration will be given to applications by young psychiatrists and psychiatrists-in-training, upon recommendation by the relevant head of department and/or subgroup chairpersons
2.1.2.4. Preference will be given to members attending the sponsored event as:
   • an active participant in the event as a presenter or session convener
   • a chosen representative of SASOP on official SASOP business

2.1.3 All applications for sponsorships (with supporting motivations from subgroup chairpersons) should be forwarded to:

[Update Jan 2016:
Healthman: Ms Mardi Roos mardi@healthman.co.za, or designated
SASOP Honorary Secretary: Prof Liezl Koen (liezlk@sun.ac.za)
Chairperson of the Scientific Meetings and CPD Division: Prof Bernard Janse van Rensburg (bernard.sasop@mwbe.co.za)]

2.1.4 The final decision on sponsorship will be made by the CPD Division members and submitted to the SASOP Board of Directors for approval.

2.1.5 The CPD Division will keep a register of sponsorships given, to ensure an equitable and transparent rotation of access to resources.

2.1.6 The recipient(s) of sponsorship will be required to participate in academic activities such as feedback meetings or academic presentations in their respective subgroups on the content of the sponsored meeting.
2.2 **International congresses**

According to the legislations, SASOP will endorse sponsorship by the pharmaceutical industry based to International congresses on the following criteria:

2.2.1 Companies will nominate delegates that they wish to sponsor to attend International conferences to SASOP.

2.2.2 The industry will submit their nominations for sponsorship (with motivation) to:

[Update Jan 2016:
Healthman: Ms Mardi Roos [mardi@healthman.co.za](mailto:mardi@healthman.co.za), or designated
SASOP Honorary Secretary: Prof Liezl Koen ([liezlk@sun.ac.za](mailto:liezlk@sun.ac.za))
Chairperson of the Scientific Meetings and CPD Division: Prof Bernard Janse van Rensburg ([bernard.sasop@mwbe.co.za](mailto:bernard.sasop@mwbe.co.za))]

2.2.3 A fair and transparent process will be followed in the election and sponsoring of delegates to attend such events

2.2.3.1 The person sponsored should be a paid-up SASOP member and in good standing
2.2.3.2 In the interest of transformation, preference will be given to previously disadvantaged psychiatrists.
2.2.3.3 In the interest of development, special consideration will be given to applications by young psychiatrists and psychiatrists-in-training, upon recommendation by the relevant head of department and/or subgroup chairpersons
2.2.3.4 Preference will be given to members attending the sponsored event as:
   - an active participant in the event as a presenter or session convenor
   - a chosen representative of SASOP on official SASOP business

2.2.4 The SASOP CPD Division and Board of Directors reserve the right to make recommendations on the Industry’s choice of recipients.

2.2.5 The CPD Division will keep a register of sponsorships given, to ensure an equitable and transparent rotation of access to resources.

2.2.6 The recipient(s) of sponsorship will be required to participate in academic activities such as feedback meetings or academic presentations in their respective subgroups on the content of the sponsored meeting, and to submit a report to Headline.

3. **SASOP BENEFIT FUND**

3.1 The SASOP benefit funds will be utilized by the Industry as a conduit for all sponsorships to congresses.

3.2 Funds for other CPD division activities may also be made by any donor in the form of an educational grant to this SASOP fund. These funds will be utilized for:

3.2.1 Arranging programs for continuing education for Psychiatrists with consideration of the stated needs and interests of the membership.
3.2.2 Development of national guidelines.
3.2.3. Promote the education and training of general medical and other health care professionals in the diagnosis and treatment of mental illnesses.

3.2.4. Disseminate information about all aspects of mental and emotional health to professional groups and the general public.

3.2.5. Promote the education and training of psychiatric professionals in research.

3.2.6. Arrange sponsorship and encourage mental health research.

3.2.7. Generate own scientific activities and serve as an institutional base for scientific projects in the mental health field.

3.3. All applications for utilization of these funds should be forwarded to:

[Update Jan 2016:
Healthman: Ms Mardi Roos mardi@healthman.co.za, or designated
SASOP Honorary Secretary: Prof Liezl Koen (liezl@sun.ac.za)
Chairperson of the Scientific Meetings and CPD Division: Prof Bernard Janse van Rensburg (bernard.sasop@mwbe.co.za)]

3.4. The decision on utilization of these funds will be made by the CPD Division members and submitted to the Board of Directors for approval.

3.3. The Benefit trust fund will have its books open for inspection by all contributing sponsors.

3.5. The CPD Division should keep a register of all projects funded, to ensure an equitable and transparent rotation of access to resources.
Addendum A(a)

The Certification by the Company Code Compliance Officer and the Marketing Code Authority of CPD - Code of Practice for the Marketing of Medicines as proposed by the industry, December 2007

SECTION 17. INTERACTIONS WITH HEALTH CARE PROFESSIONALS

17.1 Hospitality/ Venues of meetings and events

Companies, organizations, or individuals are permitted to organize or sponsor meetings and events including Continued Professional Development (CPD). The following should be adhered to:

17.1.1 The merit and focus of the meeting should be clearly scientific and/or educational.
17.1.2 The venue and hospitality should be secondary to the meeting both in time allocation and focus.
17.1.3 The venue should be appropriate and conducive to the scientific or educational objectives and the purpose of the event or meeting.
17.1.4 Hospitality, meals and entertainment should be modest. As a general rule, hospitality must not exceed what the health care professionals would normally be prepared to pay for themselves.
17.1.5 Invitations should not be extended to spouses or other guests except if they are health care professionals or administrative staff i.e. any costs incurred by spouses or other guests cannot be reimbursed or paid for by the company.
17.1.6 Inappropriate financial benefit or material benefits including excessive hospitality cannot be offered and/or extended to health care professionals.
17.1.7 For product launches, no sponsorship or payment of travel and accommodation can be extended to healthcare professionals.
17.1.8 For speakers, payment of reasonable honoraria and reimbursement of out of pocket expenses, including travel are permissible provided it is in terms of a written contract.
17.1.9 CPD meetings:
   17.1.9.1 No product promotion is allowed in the CPD meeting room. Company-branded items / promotion are permissible.
   17.1.9.2 Speakers should use the INN names of products during CPD events. Companies must make it known to speakers that the use of trade names is not permitted.
   17.1.9.3 Product promotional material displayed outside of the CPD meeting room should not be accessible to the general public, if it is not permissible to market such product directly to the public.
17.1.10 For local CPD events and product launches which are held in major cities, reasonable travel arrangements or travel reimbursement can be made to ensure that the health care professionals that do not reside/practice in major cities are able to access the applicable information.
17.1.11 The criteria for selection of attendees/invitees must be transparent and available to the Marketing Code Authority for scrutiny.

17.2 For medical or scientific congress, conferences or seminars held in South Africa, internationally or international meetings organized overseas and held in South Africa.

17.2.1 Meetings organised by pharmaceutical companies, other organisations or individuals at venues outside South Africa, that are educational and scientific in nature and involve South African health care professionals are acceptable.
17.2.2 The rationale for any meeting, or sponsorship to attend a meeting, is to be transparent, valid and cogent.
17.2.3 Consideration must be given to the educational programme, overall cost, facilities offered by the venue, nature of the audience, hospitality provided and the like.
17.2.4 As with any meeting, it should be the programme that attracts delegates and not the associated hospitality or venue and all entertainment and events have to be subordinate in time and nature to the sponsored meeting, congress, conference or seminar.
17.2.5 Payment of registration fees, travel and accommodation must be made to the professional associations/organisers and not directly to health care professional or appropriate administrative staff, unless proof is received that the amounts spent are in the name of the sponsored person and which corresponds to each and every line item as per the agreed sponsorship. No payment may be made to the professional/staff for time spent at the event.
17.2.6 Sponsored speakers may receive reasonable honoraria.

17.3 Sponsorship of meetings at patient support groups. Patient support group meetings and events may be sponsored provided that proper records are kept and that no product promotion takes place.

17.4 Transparency: When meetings are sponsored by pharmaceutical companies, other organisations or by individuals, the fact must be disclosed in the papers relating to the meetings and in any published proceedings. The declaration of sponsorship must be sufficiently prominent to ensure that readers are aware of it at the outset.

17.5 Stand-alone entertainment, leisure, social or cultural events with health care professionals.
   17.5.1 Meetings organised for patients, general public, individual or groups of doctors, other health care professionals and/or for administrative staff that are wholly or mainly of an entertainment, leisure, social or sporting nature is not permitted.
17.5.2 No standalone entertainment or other leisure, social or sporting activities may be planned, arranged or funded by pharmaceutical companies as these are unrelated to the promotion of scientific or educational objectives.

17.6 Other interactions with health care professionals

17.6.1 Consultancy services: The engagement of a health care professional to provide genuine consultancy or other genuine services to a company is permitted. Health care professionals that provide consulting services to a company and are still practicing their profession must declare their employment arrangement with the company whenever they write or speak in public about a matter that is the subject of the employment or any other issue relating to that company. Such arrangement must be formalized in a written agreement.

17.6.2 No direct payments to health care professionals for any other services

17.6.2.1 Payments may not be made to doctors or groups of health care professionals, either directly or indirectly, for rental for rooms or other services.

17.6.2.2 Health care professionals involved in bonafide and if relevant, peer reviewed research, are not subject to the Code.

17.6.3 Certification of Meetings: For the purposes of certification envisaged in Clause 14, the following details have to be retained:

17.6.3.1 Details of the programme, both scientific/education and entertainment/hospitality, if any,

17.6.3.2 Invitations, the choice of venue(s)

17.6.3.3 Documentation as to the rationale for the meeting or sponsorship,

17.6.3.4 Participant selection processes and criteria,

17.6.3.5 The anticipated costs associated with the event, as well as that associated with all entertainment and hospitality. Records of actual costs will be retained by the company’s finance department and be available for auditing purposes.”

Addendum A(b)

Medicines and Related Substances Control Act 101 of 1965 after amendment by the Medicines and Related Substances Control Amendment Act (Act 90 of 1997)

SECTION 18C - CODE OF ETHICS

The Minister shall, after consultation with the pharmaceutical industry and other stakeholders, prescribe a code of ethics relating to the marketing policies of pharmaceutical companies.

Addendum A(c)

Health Professions Council, Medical and Dental Board, Guidelines for Good Practice in Medicine, Dentistry and the Medical Sciences, Policy Statement on Perverse Incentives, Booklet 7, published, July 2002.

SECTION 3.13

3.13.1 Collaborative efforts
Historically there has been a close collaboration between health professionals and the pharmaceutical and health supply industry which extended particularly to continuing professional development. Health care is to a large extent self-governing and practitioners must ensure that their participation in such collaborative efforts is in keeping with their duties towards patients and society.

3.13.2 Educational needs of targeted group
Continuing professional development activities should address the educational needs of the targeted health care group.

3.13.3 Health care provider organizations
The decision on content and choice of continuing professional development activities, as well as funding arrangements lies ultimately with the health care provider organisations such as professional associations, its branches and groups who should not be in a position of conflict of interest by virtue of any relationship with the funding body. The organisers may acknowledge financial or other aid received, but should not identify any specific products. Generic names of products should be used rather than trade names in the course of continuing professional development activities.

3.13.4 Funding
Funds for continuing professional development activities should preferably be in the form of an educational grant payable to the health care provider organization arranging the activity.

3.13.5 Travel, lodging and other expenses with regard to the attendance of CPD events
No travel or lodging costs or other expenses should be paid by the industry for individual health care professionals to attend a continuing professional development event. Scholarships, grants or other special funding, to permit students and other deserving health care professionals to attend continuing professional development activities are permissible, provided the funds are paid to the organisers for disbursement. The organizers may extend reasonable honoraria and reimbursement for travel, lodging and meal expenses to speakers. The principal event should at all times centre around education and not around meals, entertainment or other hospitality,
the cost of which should not exceed that level which the recipients might reasonably be expected to incur for themselves under similar circumstances.

3.13.6 Travel, lodging and other expenses with regard to the attendance of international conferences

It is well established practice and an acknowledged fact that practicing health care professionals and educators should be exposed to new knowledge and insight into their respective professions and/or disciplines by the attendance of international conferences, either locally or overseas. It is, however, also of utmost importance that young and upcoming health care professionals and educators and those from disadvantaged backgrounds be given an equal opportunity to expand their knowledge and understanding with regard to their respective professions and/or disciplines by the attendance of such international conferences. It will, therefore, be permissible for companies to sponsor delegates to attend international conferences, either directly or through professional associations/societies, with the proviso that a fair and transparent process should be followed in the election and sponsoring of delegates to attend such events, especially with regard to the attendance of such conferences by young and upcoming health care professionals and educators and those from disadvantaged backgrounds. Such sponsorships should furthermore be earmarked for specific educational events/conferences and not for holiday purposes.

3.13.7 Distinction between education, training and product promotion

A distinction should be made between education and training on the one hand and product promotion on the other. Practitioners cannot earn continuing professional development points for attending product launches or other product promotion events. No travel, lodging or other expenses of health care professionals should be paid for attendance of product promotion events or product launches. Modest meals may be provided.