

## CODE OF PRACTICE FOR THE PHARMACEUTICAL INDUSTRY

### General standards applicable in Spain to “Scientific and Professional Meetings”

	PERMITTED PRACTICES	FORBIDDEN PRACTICES
<b><u>VENUE &amp; LODGING FACILITIES</u></b>	<ul style="list-style-type: none"> <li>↗ 4 * or inferior rating hotel.</li> <li>↗ Exceptionally, 5* non-ostentatious business hotel (never luxurious) located in an established urban area, provided that the following concur:               <ul style="list-style-type: none"> <li>- Large number of healthcare professionals (at least 200 attendees) expected,</li> <li>- The hotel is also the meeting venue or the venue hotel is fully booked.</li> </ul> </li> <li>↗ When an establishment holds more than one official rating, the company shall take into account the highest one.</li> </ul>	<ul style="list-style-type: none"> <li>↗ 5* hotel, 5* Superior or Luxury hotel, 5* Grand Luxury hotel (when an establishment holds more than one official rating, the company shall take into account the highest one).</li> <li>↗ Golf Resort hotel, Theme Park Resort hotel, Winery hotel (regardless of star rating).</li> <li>↗ Venue renowned for its entertainment facilities or extravagance (regardless of star rating).</li> </ul>
<b><u>ACCOMPANYING PERSONS</u></b>	<ul style="list-style-type: none"> <li>↗ NONE</li> </ul>	<ul style="list-style-type: none"> <li>↗ Extending hospitality to persons other than healthcare professionals.</li> <li>↗ Permitting or facilitating presence of accompanying persons, even if they pay for their own expenses.</li> </ul>
<b><u>SOCIAL PROGRAMME</u></b>	<ul style="list-style-type: none"> <li>↗ Reasonable and moderate social networking activities that may not damage the pharmaceutical industry’s image, such as lunch or dinner that do not include additional elements (cultural, leisure or entertainment, etc.).</li> <li>↗ A maximum cost of 70 Euro (including taxes) per guest applies for any form of hospitality associated with meals.</li> </ul>	<ul style="list-style-type: none"> <li>↗ Sponsoring or organising entertainment, cultural or leisure activities.</li> <li>↗ Social activities interfering with the scientific programme (same schedule).</li> <li>↗ Social activities whose nature, content, magnitude, etc. prevail over the scientific ones.</li> </ul>
<b><u>SCIENTIFIC PROGRAMME</u></b>	<ul style="list-style-type: none"> <li>↗ Designed in accordance with the scientific nature of the meeting.</li> </ul>	<ul style="list-style-type: none"> <li>↗ Highlighting aspects/elements other than those scientific and professional.</li> <li>↗ Scientific activities below 60% of a working day (Basis for calculation: 8 hours/ day).</li> <li>↗ Including graphs, pictures, links, etc., without scientific content, that could distort or create confusion regarding the scientific nature and purpose of the meeting.</li> </ul>
<b><u>LOCATION</u></b>	<ul style="list-style-type: none"> <li>↗ Ease of travel for the participant, cost, appropriateness and appearance/reputation of the city are taken into account when selecting a location.</li> </ul>	<ul style="list-style-type: none"> <li>↗ Cities of an exclusively touristic nature or predominantly associated with leisure, recreational or sporting activities.</li> <li>↗ For example: mountain locations related to skiing from December to March (included).</li> <li>↗ Touristic seaside resorts in peak season (second fortnight of June, July, August and first fortnight of September).</li> </ul>
<b><u>TRAVEL SCHEDULE</u></b>	<ul style="list-style-type: none"> <li>↗ Hospitality (payment of actual travel, inscription and subsistence expenses), which must be reasonable and not out of proportion, is limited to the days when the scientific meeting is to take place.</li> </ul>	<ul style="list-style-type: none"> <li>↗ Extending the hospitality provided to healthcare professionals beyond what is reasonable before or after the event.</li> </ul>
<b><u>STANDS</u></b>	<ul style="list-style-type: none"> <li>↗ Stand designed in a way that transmits and enhances its scientific and professional nature and interest.</li> <li>↗ Facilitate, when possible, a place within the stand where healthcare professionals can exchange scientific information and opinions. Reasonable &amp; moderate hospitality, limited to coffee or water.</li> </ul>	<ul style="list-style-type: none"> <li>↗ Turning the stand into a “restaurant or bar”, contracting catering services, offering food or beverages other than coffee or water, going beyond a moderate/reasonable level of hospitality, installing beverage and food dispensers, fridges, etc.</li> <li>↗ Level of hospitality provided within the stand being the main/only reason for healthcare professionals to visit it.</li> </ul>
<b><u>EXHIBITION AREA</u></b>	<ul style="list-style-type: none"> <li>↗ Establish reasonable measures to guarantee that people accessing the Exhibition Area are Healthcare Professionals. For example: badges, control access, etc.</li> </ul>	<ul style="list-style-type: none"> <li>↗ Allowing the entrance of people different from Healthcare Professionals.</li> </ul>
<b><u>RESTING AREAS</u></b>	<ul style="list-style-type: none"> <li>↗ Facilitate the exchange of scientific information and opinions among healthcare professionals.</li> <li>↗ Offer a moderate and reasonable level of hospitality, taking into account aspects like: (i) the environment/scene and nature of the event “Scientific &amp; Professional meeting”, (ii) image of the pharmaceutical industry.</li> <li>↗ Corporate/institutional sponsorship of this area only.</li> </ul>	<ul style="list-style-type: none"> <li>↗ Accessible to persons different from healthcare professionals (accompanying persons).</li> <li>↗ Offering out of proportion or excessive (i) services (for example: massages), (ii) food and beverages (for example: alcoholic drinks, etc.).</li> <li>↗ Directly or indirectly promoting prescription-only medicines.</li> </ul>
<b><u>PROMOTIONAL GIFTS/ AIDS</u></b>	<ul style="list-style-type: none"> <li>↗ NONE related to prescription-only medicines.</li> <li>↗ In meetings where promotion mainly pertains to medicines other than prescription-only, gifts related to the practice of medicine or pharmacy with a market value of 10€ or less which are not related to prescription-only medicines.</li> <li>↗ Corporate pens and pads under 10€ in company organised meetings.</li> </ul>	<ul style="list-style-type: none"> <li>↗ Supplying, offering or promising a gift or pecuniary advantage (in cash or benefit in kind) to a healthcare professional.</li> <li>↗ In meetings where promotion mainly pertains to prescription-only medicines, offering or providing stationery or items for the practice of medicine or pharmacy, inserting pens or pads in the congress bag that include corporate/institutional advertising or product advertising.</li> </ul>
<b><u>INFORMATIONAL OR EDUCATIONAL MATERIALS, AND ITEMS OF MEDICAL UTILITY</u></b>	<ul style="list-style-type: none"> <li>↗ Informational or educational materials with a market value of 70€ or less that are directly relevant to the practice of medicine or pharmacy; and directly beneficial to the care of patients.</li> <li>↗ Items of medical utility aimed directly at the education of healthcare professionals and patient care if they have a market value of 70€ or less and do not offset routine business practices of the recipient.</li> </ul>	<ul style="list-style-type: none"> <li>↗ Informational or educational materials and items of medical utility with a market value over 70€.</li> <li>↗ The transmission of informational or education materials and items of medical utility that constitute an inducement to recommend, prescribe, purchase, supply, sell or administer a Medicinal Product.</li> </ul>

Companies are encouraged to contact their Spanish subsidiary representatives to clarify any aspect related to these provisions and/or their potential participation/collaboration in a scientific or professional meeting in Spain.

This document is provided exclusively for informative purposes. In all cases the provisions included in the Spanish version of the Code of Practice for the Pharmaceutical Industry shall prevail.

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