



ABHI response to Government's implementation of Sunshine Rule

24 August 2015, UK – The Association of British Healthcare Industries (ABHI) welcomes the Government introducing the 'Sunshine Rule' as the clinician-focused system to improve transparency in the relationships between the staff of medical device companies and clinicians.

The behaviours and practices highlighted by the Secretary of State are already prohibited under ABHI's Code of Business Practice which is mandatory for our member companies. The Code provides for the highest standards of professional conduct and ethical compliance in the way business is conducted between the medical technology industry and the NHS.

Medical technology companies maintain numerous levels of interaction with NHS organisations. Industry personnel provide vital technical and educational support, repair and service equipment, and assist with logistics. They also have commercial conversations with decision makers about solutions that can improve the quality and productivity of care.

For ABHI member companies, all conversations and interactions with healthcare professionals are governed by the following key principles of the ABHI Code of Business Practice:

- *The Principle of Separation: Interaction between industry and healthcare professionals must not be misused to influence through undue or improper advantages, purchasing decisions, nor should it be contingent upon sales transactions or use or recommendation of products*
- *The Principle of Transparency: Interaction between industry and healthcare professionals must be transparent and comply with national and local laws, regulations or professional codes of conduct*
- *The Principle of Equivalence: where healthcare provide a service the remuneration paid must be commensurate with, and represent a fair market value for, the services performed*
- *The Principle of Documentation: where a healthcare professional provides services there must be a written agreement setting out the purpose and scope the services as well as the remuneration to be paid.*

Industry self regulation through a strong code of business practice, continually developed in discussion with NHS, professional bodies and Government, provides a proportionate, transparent and robust mechanism to support interactions between industry and healthcare professionals.

ABHI Chief Executive Peter Ellingworth said: *“We welcome Government’s actions to improve transparency of the relationships between medical device company staff and clinicians, and look forward to understanding more detail of the proposals. When visiting healthcare institutions, medtech industry staff work collaboratively with NHS personnel to develop solutions that enhance patient outcomes and improve the quality and value of healthcare provision. Our Code of Business Practice enforces the highest standards of conduct upon industry to ensure relationships remain professional and transparent.”*

The UK medical technology industry remains committed to working as a trusted partner of clinicians and NHS managers to assist in the delivery of high quality outcomes for patients.

To view the ABHI Code of Business Practice please visit: www.abhicodeofpractice.org.uk

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About ABHI

The Association of British Healthcare Industries (ABHI) is the industry association for the medical technology sector in the UK. ABHI’s mission is to champion the benefits and use of safe and effective medical technologies to deliver high quality patient outcomes. With over 250 members, ABHI leads the advocacy of the industry in order to advance access to medical technology. Our membership includes some of the leading multinational businesses in the sector in the UK right the way through to small and medium sized enterprises. For further information, visit the ABHI website (www.abhi.org.uk).

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