



**Knowledge Transfer  
Industry – Physicians. Seeking  
For a Transparent Process**

**Eucomed**   
Cardiovascular Group

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# Agenda

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1. A Changing Environment
2. The Role of Physicians in Medical Innovation
3. The Role of Industry in Medical Education
4. A call for Transparency & Self Regulation
5. The ESC Position

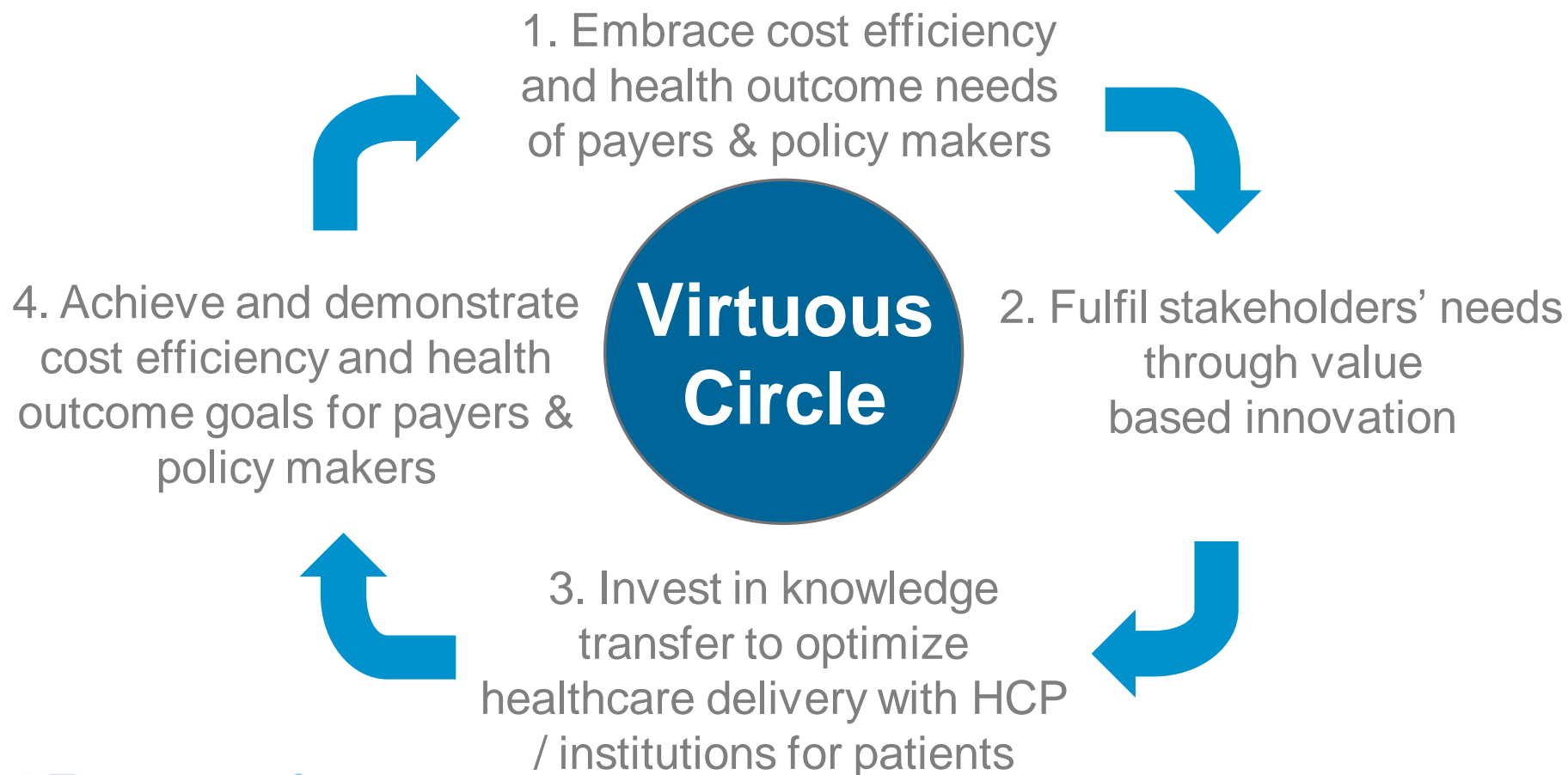
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# A Changing environment

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- **Quickly changing environment - challenges**
  - Fast progressing new technologies and patient therapies
  - Limited number of skilled HCPs to treat more and more elderly patients
  - Pressure on healthcare systems to provide optimal treatment
  - Limited resources available for training and education
  - Rapid growth of medical education needs in Emerging Markets
  - Significant public scrutiny in the interactions between Physicians, Medical Associations & Industry

# Changing our mind-set and business model



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# The Role of Physicians in Medical Innovation

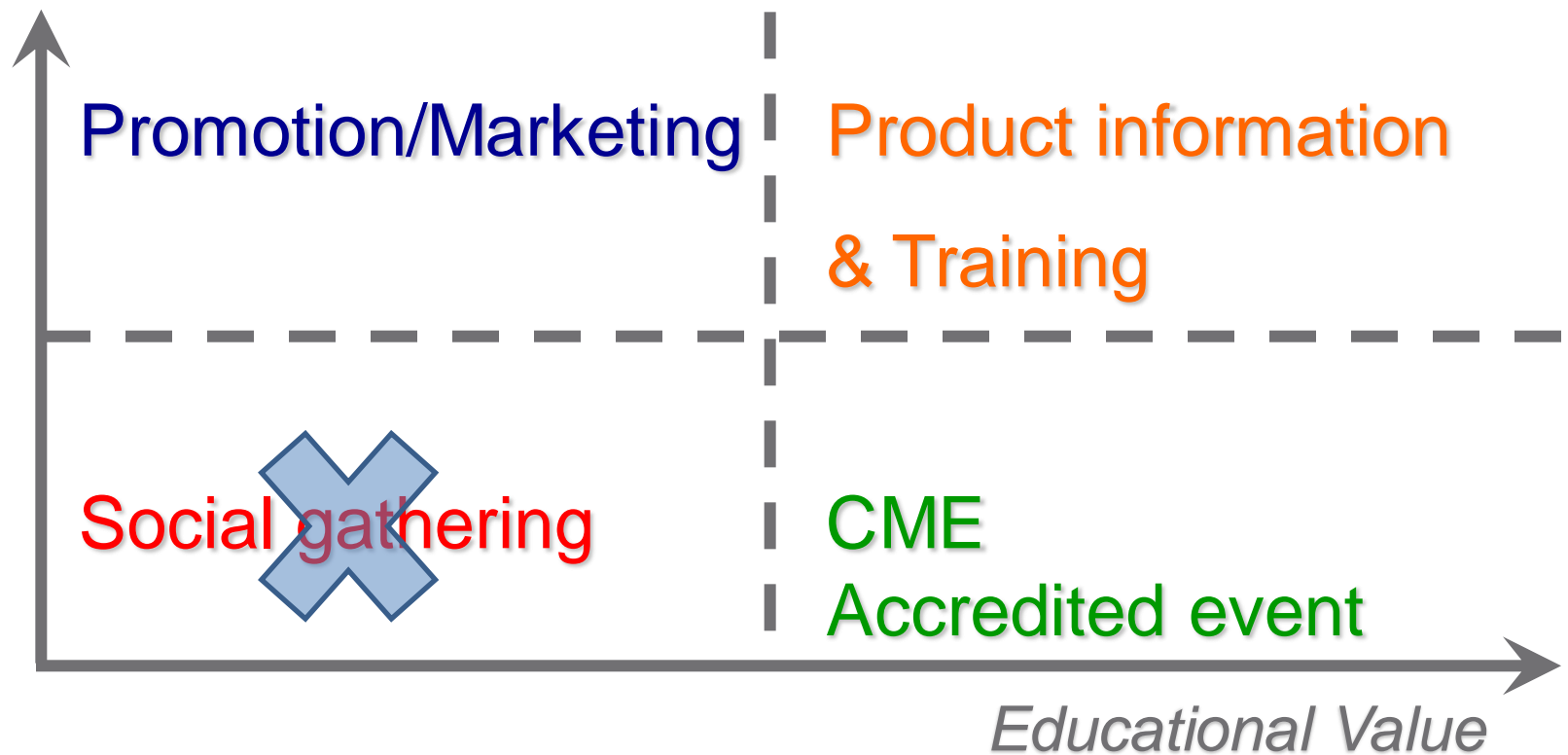
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- Innovative medical devices often arise from physicians' inventive activity
- When physician-inventors team up with industry, is it collaborative innovation or conflict of interest? Who's view?
- Physicians contribute to medical device innovation
  - almost 20 percent of approximately 26,000 medical device patents filed in the United States during 1990–1996
  - physician patents have more influence on subsequent inventive activity than non-physician patents.
- There is a need to maintain open environment for physician-industry collaboration in the medical device discovery process.



# Role of Industry in Medical Education

*Commercial Support*



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# A Call for Transparency

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- Interactions between Healthcare Professionals & MedTech Industry under increasing scrutiny from authorities with regards to anti-bribery and anti-corruption legislation
- Eucomed Code of Ethics is agreed upon by all member companies

## Transparency: Core of the Code of Ethics:

- **“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

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# Eucomed's “Conference Vetting System”

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- Ensure that industry's support of educational activities does not fuel inaccurate perceptions regarding the industry-clinician relationships and cannot be construed as inappropriate value transfer and illegal financial ties between industry and clinicians.
  - Centralised European and independent system which reviews the compliance of third-party educational conferences and congresses to the Eucomed Code.
  - Binding on all Eucomed members.
  - Launch of the pilot on March 21, 2012 on [www.ethicalmedtech.eu](http://www.ethicalmedtech.eu)



# Disclosure requirements (“Sunshine Act”)

- Development of different types of public disclosure requirements of industry-HPC relationships (by law or/and voluntary) on:
  - Governmental websites
  - Hospital websites
  - Company websites
- Financial information on individual physicians



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# “Sunshine”: Eucomed position (Project)

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- **Objective**: Set out a **framework for a voluntary reporting system**, which would be practical and acceptable for our industry
- A framework for discussion with the authorities if/when they come up with proposals for the disclosure legislation
- Harmonization, avoiding different national requirements and differences in definition (i.e. different national reporting obligations for manufacturers in different countries)

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# The Position from the ESC

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European Heart Journal (2012) **33**, 666–674  
doi:10.1093/eurheartj/ehr480

**ESC REPORT**

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## **Relations between professional medical associations and the health-care industry, concerning scientific communication and continuing medical education: a Policy Statement from the European Society of Cardiology**

**ESC Board\***

*Received 5 December 2011; accepted 6 December 2011*

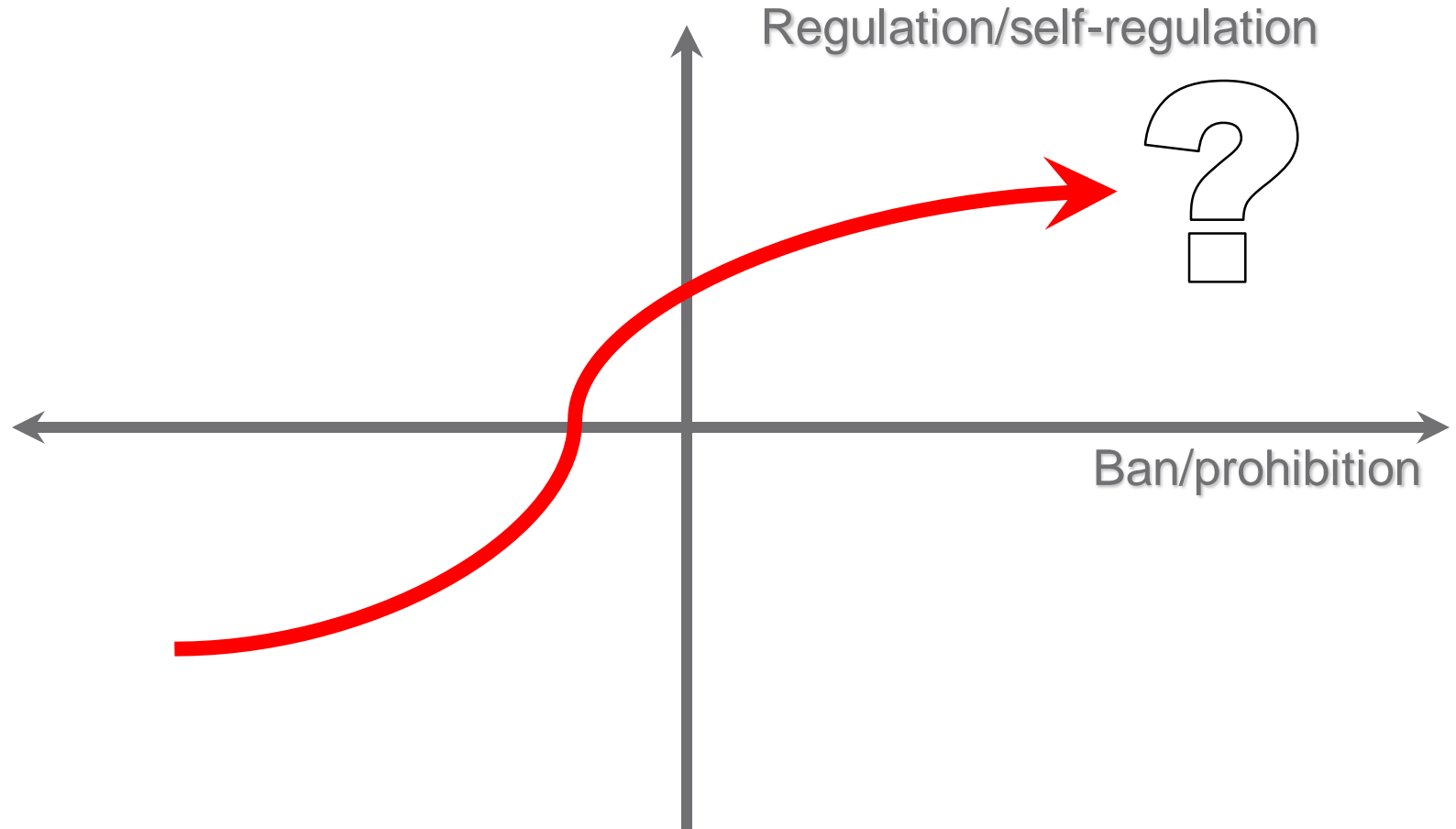
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# ESC Paper: Author's Conclusions

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- The ESC advocates a principled and balanced approach that acknowledges disclosures of interest between healthcare professionals and industry, and aims to provide honest and unbiased education for healthcare professionals
- Medical societies need to develop a constructive partnership with industry, in a transparent, productive, and ethical manner.
- Science-driven collaboration between professional societies and industry can be mutually beneficial, ethical, and appropriate. The personal interests of all parties involved must be stated clearly from the outset. Due care must be paid to ensure that governance and processes are in place to protect the ultimate beneficiary – the patient.

# Where do we go from here?



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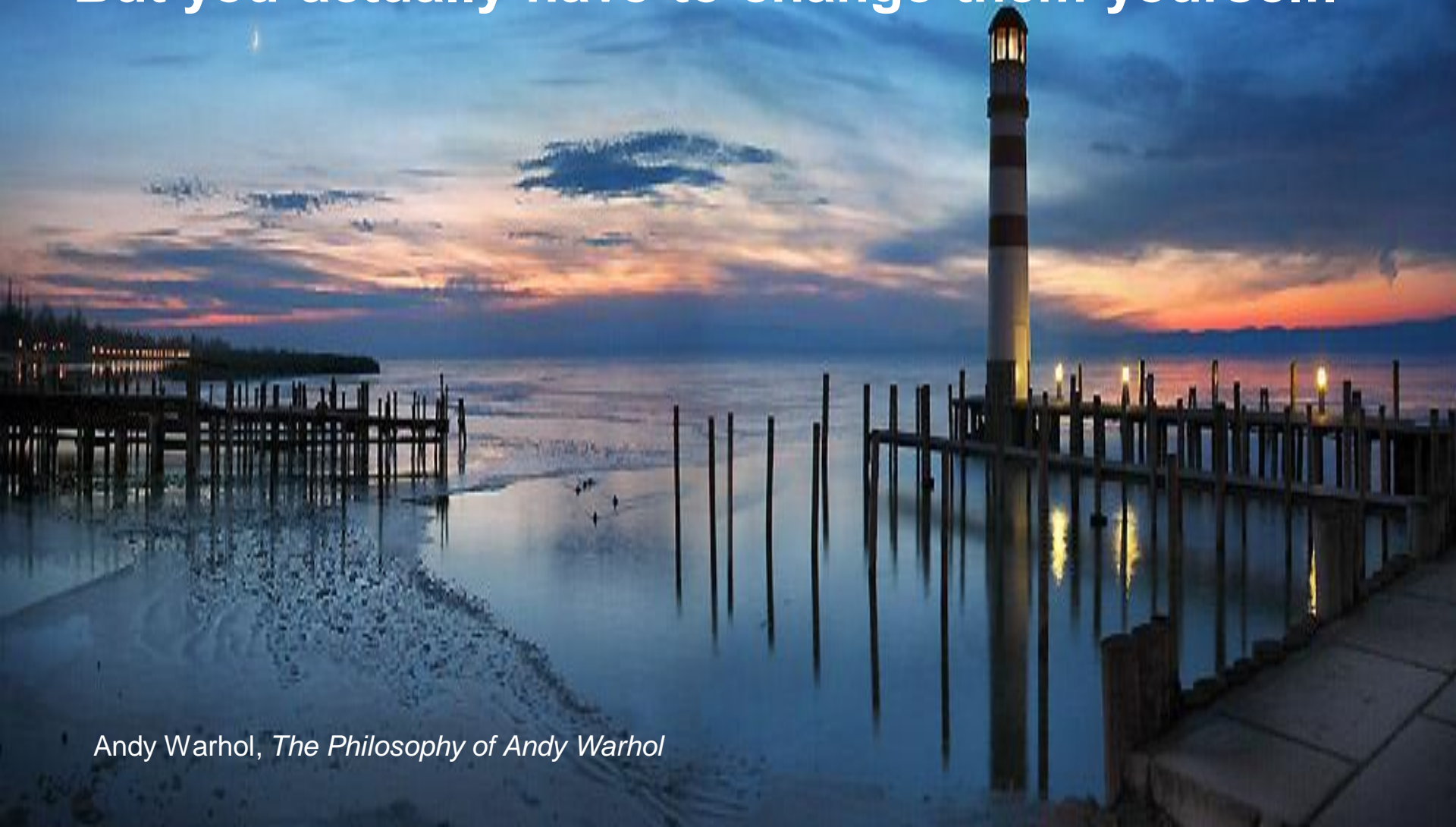
# Conclusions

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- The Medical Technology sector is one of the most innovators, improving and saving lives
- Patient-centered Healthcare Systems ensuring early access to innovative technologies
- Effective Continued Medical Education requires collaboration between Healthcare Professionals & Industry
- The principle of Transparency and Compliance should guide these interactions



**“They always say time changes things,  
But you actually have to change them yourself.”**



Andy Warhol, *The Philosophy of Andy Warhol*