COMPLIANCE & REGULATIONS

The ECCVID 2020 virtual platform will comply with General Data Protection Regulation (GDPR) and will integrate reasonable care to prevent any unauthorised access to personal data.

- Companies are highly recommended to assure their support and form of participation is compliant and approved by their internal compliance teams.

Companies are also recommended to review the below regulatory codes:

EUROPEAN FEDERATION OF PHARMACEUTICAL INDUSTRIES AND ASSOCIATIONS (EFPIA) CODE OF PRACTICE

Useful references:

ARTICLE 6 DISTRIBUTION OF PROMOTION
Section 6.01. Promotion must only be directed at those HCPs whose need for, or interest in, the particular information can reasonably be assumed.

ARTICLE 7 TRANSPARENCY OF PROMOTION
Section 7.01. Promotion must not be disguised.
Section 7.02. Clinical assessments, post-marketing surveillance and experience programmes and post-authorization studies (including those that are retrospective in nature) must not be disguised Promotion. Such assessments, programmes and studies must be conducted with a primarily scientific or educational purpose.
Section 7.03. Where a Member Company pays for or otherwise secures or arranges the publication of promotional material in journals, such promotional material must not resemble independent editorial matter.

Section 7.04. Material relating to Medicinal Products and their uses, whether promotional in nature or not, which is sponsored by a Member Company must clearly indicate that it has been sponsored by that Member Company.
ARTICLE 8 PROMOTIONAL INFORMATION PROVIDED DURING INTERNATIONAL EVENTS
Promotional information which appears on exhibition stands or is communicated to participants at international Events may, unless prohibited or otherwise regulated by local laws and regulations, refer to Medicinal Products (or uses) which are not registered in the country where the Event takes place, or which are registered under different conditions, as long as: (i) any such promotional material is accompanied by a suitable statement indicating the countries in which the Medicinal Product is registered and makes clear that the Medicinal Product or indication is not registered locally, and (ii) any such promotional material which refers to the prescribing information (indications, warnings etc.) authorized in a country or countries where the Medicinal Product is registered must be accompanied by an explanatory statement indicating that registration conditions differ internationally.

ARTICLE 16 MEDICAL EDUCATION
Medical Education is aimed at increasing the scientific knowledge and competence of HCPs to enhance medical practice and improve patient outcome. Member Companies can be engaged in different types of Medical Education but such activities must not constitute Promotion. When funding independent Medical Education or organizing Medical Education activities directly or in collaboration with Third Parties, Member Companies must ensure that their participation and role is clearly acknowledged and apparent from the outset. When organizing Medical Education activities in which Member Companies have input in the content, they are responsible for what is communicated during the activities. Such content must be fair, balanced and objective, and designed to allow the expression of diverse theories and recognized opinions.
EACCME CRITERIA FOR THE ACCREDITATION OF ELEARNING MATERIALS (ELM)

Useful references:

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14) All content must be free of any form of advertising.
The EACCME® will reject any application that, in its opinion, includes advertising of any product or company. The material can therefore not be hosted on the sponsor’s website, nor contain the sponsor’s logo on any page of the material. The EACCME® will allow one single page acknowledgement at the end where the sponsor is recognised for their support.

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Live educational event (LEE):
A meeting/event, the primary purpose of which is the provision of educational material of a medical nature to medical specialists, with the aim that they will achieve educational benefit. It requires presence of a participant on the event’s site or a tele-presence when an event takes place. Each form of presence/participation requires a robust mechanism allowing confirmation of participation. It is expected that, as a result of this educational process, patients also will benefit from the lessons, applied in practice, that their specialist doctors have learned.
By extension, live webinars are considered LEEs. A webinar is a live online educational presentation during which participation by viewers can be confirmed and they can submit questions and answers.

The recording of a live educational event made available online after the event has taken place is not considered as a LEE. It is therefore not permissible to transfer the credits granted to a LEE to a viewer of an online recording of the LEE.
INDUSTRIAL SPONSORS

All educational material must be free of any form of advertising and any form of bias. The EACCME® will reject any application that, in its opinion, includes advertising of any product or company directly related to any educational material (essential criterion).

Specific examples that will lead to automatic rejection of an application include:

- the use of a sponsor’s name in the title of the scientific programme, a scientific session or a scientific lecture;
- the display of brand names and/or individual logos in scientific lectures or in the scientific programme.

The EACCME® will accept a single page acknowledgement, in the scientific programme, where all sponsors are recognised for their support of the LEE. The details of industry satellite symposia (title, speakers, sessions, sponsors...) may only be published in a separate section after the scientific programme. All advertising components (including the listing of exhibitors) must be clearly separated and distinguished from the scientific/educational components of the programme and identified as such.

In case of sponsorship being in the form of material used for hands-on courses (i.e. surgical instruments and equipment etc.), the providers need to include in the programme a statement informing the participants that there is a variety of different similar products that they can use beyond the ones provided at the event.
MEDTECH

ESCMID has been informed by MedTech that, as a virtual event, ECCVID 2020 does not require their approval for exhibition by industry.

Useful references:

Q3bis:
What is a Virtual Third Party Organised Educational Event (“Virtual Event”) (added in June 2019) A3bis: A [stand-alone] Virtual Third Party Organised Educational Event (“Virtual Event”) consists of the filming of presentations, panel discussions or live clinical procedures (e.g. hands-on sessions, surgery simulations, live surgeries, etc.) and their broadcasting (whether immediate or deferred) to an audience which is not physically in attendance. A Virtual Event is delineated by the lack of Healthcare Professional (“HCP”) attendees, as the only HCPs physically present at a Virtual Event are those involved in its creation, i.e. presentation. As a result, a Virtual Event will not be connected in any way with a physical Third Party Organised Educational Event. Conversely, the filming of presentations, discussions, etc. made during a Third Party Organised Educational Event (“Broadcasted Event”), and its broadcasting to audiences not present at the physically attended Event—whether contemporaneously or after the Event—do not qualify as a Virtual Event. For avoidance of doubt, Member Companies may provide financial and/or in-kind support (e.g. Member Company products) to Virtual Events in accordance with the rules of the Chapter 2 of the Code.

Q3ter:
Are Virtual Events subject to the MedTech Europe Conference Vetting System (CVS)? (added in June 2019) A3ter: Virtual Events are not subject to CVS. Third Party Organised Educational Events as well as their broadcasting, falling in the scope the MedTech Europe CVS, are subject to CVS. Both Virtual and Broadcasted Third Party Organised Educational Events are subject to the rules of the MedTech Europe Code of Ethical Business Practice.