

2.4 Advertising of Therapeutic Goods in Australia

2.4 Advertising of Therapeutic Goods in Australia module forms part of the **2.0 MTAA/MTANZ Code of Practice Course** and is designed to support an understanding of the compliance requirements in relation to the Code of Practice when advertising medical technology in Australia.

The MTAA/MTANZ Code of Practice

The MTAA/MTANZ Code of Practice (5th Edition) was adopted by Members in October 2009. The Code is self regulated by industry and provides guidance on the medical technology industry's relationships with healthcare professionals and consumers.

Obligations under the Code of Practice

Industry has a long association of working with healthcare professionals. Under the Code of Practice, there are specific obligations that need to be noted to ensure companies are compliant with the Code.

What is the Code of Practice Course?

The Code of Practice course consists of four modules. The first module, (2.1) *Introduction to the Code of Practice*, provides an orientation to the Code for newly appointed medical technology industry employees or those that have no knowledge of its principles.

The second module, (2.2) *Unpacking the Code of Practice*, analyses the Code and its implications for medical technology companies. Sponsors operating under the Code are encouraged to attend.

The third module, (2.3) *Complying with the Code of Practice*, considers the implications for medical technology companies that do not comply with the Code. Senior managers and directors are encouraged to attend.

The final module, (2.4) *Advertising Therapeutic Goods in Australia* is designed to analyse current regulations governing advertising requirements under the Code.

What topics are covered in the *Advertising of Therapeutic Goods in Australia* module?

This module will provide an opportunity for participants to analyse current regulations governing advertising requirements under the Code.

Learning Outcomes

- Understands the current regulations.
- Understands the Code of Practice as it applies to advertising.
- Investigates potential future regulations.

Who should attend?

Sponsors wishing to advertise medical devices or diagnostic products should attend the training. Participants should have completed module 2.2 *Unpacking the Code of Practice* or have equivalent industry experience.

How much does it cost?

The cost to attend this half day module including GST is \$350 for members and \$450 for non-members. Once payment is accepted, applicants will be registered.

How do I register?

Please visit *Professional Development* on the MTAA website www.mtaa.org.au to access course information and to register for the training. Places are limited.

Following registration, participants will be forwarded a program. Participants will receive a *Certificate of Participation* at the end of the training.

For further information about MTAA courses, please contact the Professional Development Manager on (02) 9900 0650 or email reception@mtaa.org.au