



SPONSORSHIP CODE OF PRACTICE

Protected Learning Time Events (PLT) – Nottinghamshire County

CHEC (Collingham Healthcare Education Centre) is a not-for-profit social enterprise based within the Collingham Medical Centre in Nottinghamshire, but from which it is organisationally and financially independent. CHEC is an educational organisation with a three-year track record of delivering high quality relevant education and training to primary care in the East Midlands. The CHEC team report to a steering group with wide NHS membership. The organisation produces a wide-ranging programme of educational events at various venues across East Midlands. Recently CHEC has been contracted by Nottinghamshire County tPCT to provide a programme of PLT events to all 5 clusters within the county.

It is proposed that a system of equitable sponsorship of meetings within the programme is established, allowing ethical and transparent investment in primary care training to improve the links between the pharmaceutical industry and local health care communities. The level of participation of practices across the county will be substantial; the level of access to the participants will allow the industry-increased access to the primary care community.

This access will be during lunch and refreshment breaks; however there will be **no access into the educational meetings or opportunities for presentations / teaching sessions by the pharmaceutical industry**, unless specifically requested by the core training team. It is understood that the industry has no involvement in the drawing up of the agendas or content of the educational programme.

The core CHEC team will select the site/venue for all meetings, keeping in mind the APBI rules regarding the use of leisure facilities.

There will be a maximum of 9 stands available. **There will be a maximum of 2 representatives per stand at any one time.** A maximum of 4 representatives can share a stand providing 2 attend the lunch time session and 2 the afternoon session. CHEC reserves the right to refuse attendance of any company where their actions conflict with this understanding. Under these circumstances proportionate refund of sponsorship will be made.

CHEC will provide the representative with a signed attendees list and acknowledgement of pharmaceutical companies contribution will be made during the welcome and introductions.

Cost of meetings: Single Sponsorship £500 Joint Sponsorship £250

There will be a total of 12 clinical PLT events held across the County per year. The contract for PLT events will run 1 October to 30 September. There will be an opportunity for sponsors to attend one event free if able to commit to all 12 events.

Upon receipt of an invoice cheques should be made payable to Collingham Healthcare Education Centre

The Code of Practice Policy

- As CHEC is acting on behalf of Nottinghamshire County tPCT in delivering protected learning time events, the intention of this policy is to maintain the highest standards of probity and to provide assurance that any relationships entered into are done so within the interests of the NHS, the Authority and the public, and that they represent value for money. In order for this to be achieved the process must be conducted in the context of openness and within the national Code of Conduct and Code of Accountability for NHS bodies.
- This policy is governed by CHEC's Corporate Governance Manual and does not give the pharmaceutical company any preferential treatment or favour from either CHEC or the PCT. The opportunity provided by this for promoting products will have no influence over any PCT policy or decision-making in any way.
- The sponsorship received through this scheme will be formally notified to the CHEC Steering Group and all such sponsorship will be entered into CHEC's register of sponsorship and relationships which will be made available for inspection by members of the PCT, staff and public in accordance with their Corporate Governance Manual.
- This relationship will strictly comply with existing Department of Health circulars and other national guidance.
- This policy is designed to ensure compliance with Article 85(1) of the EC Treaty which prohibits agreements preventing, restricting or distorting competition, or Section 21(1) of the Competition Act 1980, which makes it unlawful to engage in practices preventing, restricting or distorting competition in the supply or acquisition of goods.
- All drug companies entering into a relationship with CHEC must undertake to comply with the ABPI Code of Practice.
- The benefits to companies will be access to Primary Care health professionals.
- Further benefits will be to enable companies to provide information of their products to the above.
- It will be clear that both CHEC and the PCT are in no way endorsing any of the products promoted at educational events.
- The education agenda will not be provided in advance to any pharmaceutical company.
- There will be no opportunities for pharmaceutical companies to link promotional activity to the educational agenda of the day.
- Under no circumstance should pharmaceutical companies attempt to influence members of the training team regarding educational programme.
- Any breach of the above Code of Practice will result in removal of the pharmaceutical company from the scheme.