

NFTHD #6: Reporting virtual or hybrid third-party sponsorships

This Notes from the Help Desk covers when and how to report sponsorships of virtual or hybrid third-party educational meetings.

Let's explore some scenarios:

1. As part of sponsorship for a virtual event, a Company is asked to pay a webcast provider directly rather than to the third-party organiser.

It is appropriate for Companies to support events in this way, funds do not need to be provided directly to the third-party in order to be compliant. That said, we look to our Overarching Principle of transparency and Medicines Australia's member companies need to declare that interaction, and report the transaction clearly in their Third Party Meeting Sponsorship and Grants and Donations to Healthcare Organisations report.

2. In a hybrid event where there is both a virtual component as well as state-based hubs meeting in-person, and the third-party asks the Company to pay the caterers directly, should this be reported?

The Code sets out that if a company only pays for the hospitality at an event (say, Journal Club, Grand Rounds, etc), this is not reportable. Therefore, it is unlikely to be reportable in this scenario. However, if this hospitality component forms part of a larger sponsorship for a more structured event, it should be reported in the Third Party Meeting Sponsorship and Grants and Donations to Healthcare Organisations report.

The Code confirms industry's commitment to transparency through the twice-yearly reporting cycles. If you are unsure where to report a particular activity, or whether you should sponsor an event - drop a note to the Code Help Desk for a confidential conversation.

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