

NFTHD #8: Reporting Third-Party Sponsorships

This Notes from the Help Desk looks at how we report Audio Visual (AV) or Hospitality components under the Code. It relates to Medicines Australia member companies which transparently report any sponsorship they make to independent educational events.

Let's take a look at the transparency decision tool included in the Code Resource Toolkit. This decision tree notes that if you are only paying for hospitality there is no need to report that sponsorship. This aligns with the Code at Section 14.2 which outlines that if a Company only directly or indirectly provides hospitality (food and beverages) for an educational meeting, this is not reportable.

If, however, as part of the sponsorship you are paying for (say...) audio-visual support and hospitality, but you're paying the suppliers directly, this would need to be declared in the Third-Party Sponsorship report. While the third-party is not directly receiving the financial transfer, it would contribute to the running of the educational meeting, and they indirectly receive the benefit.

Let's also look to Overarching Principle 2, which outlines that Companies are committed to transparency in their interactions with healthcare professionals and other stakeholders, to maintain trust and confidence in the industry. The bi-annual publication of our transparency reports demonstrates our commitment to this Overarching Principle, and enhances confidence in the industry.

- Member companies are encouraged to consider how reporting enhances trust and supports the commitment to transparency before deciding not to report an activity that may not be clearly defined in the Code.
- Non-member companies, which usually don't report transparently, are encouraged to consider the hypothetical scenario of publishing that support/funding, before deciding whether to sponsor an activity that may not be clearly defined in the Code.

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