

Online Training Webinar

Code of practice for the marketing of health products

7 August 2024
09h00-11h00

Online: Microsoft Teams

Presenters:

Val Beaumont (M.Pharm (Industrial Pharmacy), MSc Med (Bioethics & Health Law), FPS. Executive Officer: Marketing Code Authority
Lize Cronje: MCA Training Officer, B. Cur

Workshop Framework: Marketing Code 101

Participants will be introduced to the Marketing Code Authority and the principles and processes for the ethical marketing of medicines, including complementary medicines, and medical devices.

Training will include;

- A general overview of the Code and requirements for the advertising and promotion of health products
- Advertising and promotion of health products: Legislation vs the Code
- Application of the Code in the workplace by pharma and medical device companies and approval of promotional activities
- Submission and adjudication of complaints
- Certification requirements
- Case studies.

Who should take this course?

Customer facing sales, marketing and medical personnel and regulatory departments in the health products industry. The course forms a basis for online certification with the MCA. The course assumes that participants have at least read through the Code.

Course outcomes

Attendees will have insight into:

- Legal requirements for the advertising and promotion of health products
- Code requirements for advertising and promotion of health products
- Insight into:
 - o how to set up a promotional and advertising approval system including the preparation of a company SOP,
 - o how to evaluate an event or material to ensure it complies with the Law and the Code,
 - o submitting complaints and record keeping complying with the Code, and
 - o defence of complaints using saved approval records.
- Case studies will illustrate lessons learned.

Cost

- R500 per person
- Prepayment and proof of payment required prior to attending the session, by 1 August 2024
- Unfortunately, we cannot admit attendees if proof of payment has not been received on time
- Attendees completing the MCA Code online certification within a month of the training will receive a 30% discount on the assessment fee.
- MCA members may complete the online certification free of charge

Registration process

- Course registration at www.saapi.org.za
- If you have not already done so, you will need to register your details on the SAAPI website and create a customer account
- Please make sure you fill in the billing address on your registration form and not your personal address
- Please follow the prompts and enter all information required
- Payment reference: Invoice number and course date

For more information, please contact:

Alison Blackhurst alison@saapi.org.za 076 732 4433

Lize Cronjé training@marketingcode.co.za 082 777 8921