

FAQ - Guidance on Virtual Engagement with Health Care Professionals

Q&A on meals

Q1: For situations in which all participants (HCPs) stay in their respective own clinic (not in group) to attend a virtual meeting while staff members of the company can only join the meeting virtually, how can we ensure the meals we deliver to the clinics are consumed by the HCPs, not anyone else?

A1: If the meals are delivered to the work place, the risk of the meals being consumed by people other than the participants (HCPs) is relatively low as we would assume the meal will be consumed by the HCP. If a HCP only wants a portion of the chicken, it appears to be unreasonable to ask the HCP to show the leftover in front of the screen.

Q2: If we deliver the meal to the office/clinic, it may be given to a nurse or an assistant who is not joining the meeting.

A2: If the HCP cannot finish the meal and want to take away, it would be the company's discretion on how to deal with the situation.

But assuming that the meal is delivered to the clinic during meal time, it would be the HCP's discretion to finish the meal or to share with someone else.

Q3 Is the guidance applicable to both HK and Macau virtual events?

A3 : yes

Q4: Does the IFPMA have a global code on virtual meeting for local associations to follow?

Q4: The IFPMA has guidance, but it is up to the API of individual jurisdiction to deal with this topic.

Q5: How to differentiate between virtual events in which hospitality is allowed (Item 1.1 of the Guidance) and sales calls and remote detailing where hospitality is disallowed (Item 1.3)?

A5: The key is: for sale calls and remote detailing (Item 1.3), bringing meals to a doctor's office is not appropriate and is therefore disallowed. Normal meetings such as a group of HCPs attending regular or virtual meetings, meals would be allowed , that is the distinction.

Q6: Sometimes scientific information exchange involves details and agenda to share, would it be considered under Item 1.1 to allow hospitality?

A6: Members are invited to look at Item 5.1 of the HKAPI Code of Practice which sets out the meaning of symposia, congresses and other verbal communications (the usual duration of 3 hours). But for the purpose of this Guidance, we do not intent to define by the length of time of the scientific information exchange. Instead, we consider virtual meeting as

group setting rather than one-on-one setting.

Q7: About Item 1.2 of the Guidance which sets out a budget limit of HK\$200 per person per meal for HCPs who attend the meeting individually, what about more than one HCP sitting in the same office?

A7: In that case, they are still attending their own office. Therefore, 2-3 of them are still subject to the HK\$200 limit because they are under the same umbrella.

Q8: What if the HCP fails to show up? The meal is usually ordered before hand.

A8: There is no strict rule on that. If they have stated intention to attend, we would have no reasonable to doubt their plan. Therefore nothing can be done in such situation. It is all based on what has been documented before hand.

Q10: For virtual events in which some HCPs choose to attend physically, does the current rule of HK\$400 for lunch and HK\$800 for dinner under the current HKAPI Code of Practice apply to them? But those who choose to stay in office for virtual meeting in the same event is still subject to the HK\$200 limit, correct?

A10: Yes

Q11: The HK\$200 limit takeaway dinner seems too strict.

A11: we look at Deliveroo/ Foodpanda, there is not much differences in prices between lunch and dinner . Bear in mind that the primary objective of virtual engagement is scientific exchange where meal comes second.

Q&A on promotional material

Q1: Is it correct that promotional material displayed in virtual booth need disclaimer on the country where the product is registered regardless the participants being local or overseas?

A1: Yes.

For virtual events, you do not know who will attend the event. For third party's event where invitation is sent out by organiser, you normally would not know the participants. To avoid materials being viewed by HCPs from countries where the products are not registered, you should put the disclaimer.

Q2: The disclaimer needs to pop up once only or does it have to appear on every single slide we share?

A2: One-time is good enough, which is the moment when the participants enter into the

booth.

Q3: Verbal consent is sufficient?

A3: No. verbal is NOT sufficient. It has to be written.

Q4: In terms of the content of the email, what kind of situation do we need consent before we send emails to doctors? What if I only send a follow-up email, do I still need consent?

A4: If there have been discussions between the sales representative and the doctor, you do not need to obtain consent to send out follow-up material. But if there were no previous discussion and you want to initiate sending promotional material, consent would be needed.

Q5: How can you be sure the link of virtual events would not be forwarded to non-participants?

A5: If it is a scientific event by invitation which involves discussion on scientific information, it is assumed that only the invited HCPs would join the event, not other people. So you are highly encouraged to have good prior communication with the HCPs that the link is limited to HCPs who are being invited and do not forward the same to other people (e.g. non-invited HCPs, public, etc).

Different controls can be developed by member companies, such as inviting the HCPs to set up their own password, system assigns an unique password to each invited HCP, or establish system control to prevent double log in by the same password.