

“In connection with the adoption of ZOLL’ s Compliance Policy for interactions with health care professionals, we are providing additional guidance in your local language to help address questions you might have. Please click on the link below in your language to view the additional guidance.”

## ADVAMED CODE OF ETHICS

### “DO”s

**Product Training and Education Support** - At appropriate facilities, conducted by qualified persons.

- **Modest Meals - No guests.** Reasonable travel permitted.
- **Demos/Evaluation units** - Proper documentation required.
- **Third Party Conferences** - Payments to the sponsor. Sponsor organizes the event. Modest meals OK, **no guests.**
- **Sales, Promotional and Business Meetings.** Reasonable travel and meals. **No guests** may be at a venue outside the HCP place of business.
- **Consulting Agreements** - Written and specific; Fair market compensation; Prior written approval.
- **Gifts** - Only for education, patient benefit. Less than \$100.

## ZOLL Medical Corporation

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## ADVAMED CODE OF ETHICS

### “DON’T”s

**Entertainment or recreation items.** Golf, sports tickets, holiday parties, resort meetings, etc.).

- **No gifts valued over \$100.** No branded promotional items: iPods, mp3 players, thumb drives.
- **No cash or cash equivalents.** Nothing that can be construed as an inducement to purchase the medical device.
- **No guests at meals.** No payments or provisions of meals with HCPs where the business discussion does not include product features, contract negotiations, or sales terms.
- **No payment for speaker/consultant fees.** Without a written agreement and appropriate supporting documentation.
- **Nothing** you wouldn’t want your **family** or **friends** reading in the paper.

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