

FAQ'S

Question 26

Are we allowed to sponsor a retirement event / Christmas party for HCPs?

Nicole Edelstein replies

The Code prohibits healthcare companies from sponsoring / funding events that are not bona fide medical educational events. Thus, year-end functions, Christmas parties, retirement events or any standalone entertainment events cannot be sponsored by member companies.

I refer you to clause 18.4 of the Code on Stand-alone entertainment, leisure, social or cultural events with healthcare professionals that states:

- “Meetings organised for patients, general public, individual or groups of doctors, other healthcare professionals and/or for administrative staff that are wholly or mainly of an entertainment, leisure, social or sporting nature are not permitted.
- No stand-alone entertainment or other leisure, social or sporting activities may be planned, arranged or funded by companies as these are unrelated to the promotion of scientific or educational objectives.”