Online Training Webinar
Code of practice for the marketing of health products

24th August 2021
09h00-11h00
Online: Microsoft Teams

Presenter:
Val Beaumont (M.Pharm Industrial Pharmacy)
Executive Officer: Marketing Code Authority

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
- 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 Content:
- The Marketing Code Authority and Marketing Code
- Advertising and promotion of health products: Legislation vs the Code
- Requirements for advertising of health products
- Requirements and limitations for promotional activities
- Approval of advertising and promotional activities and items
- Complaint handling
- Certification
- Case studies

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 to comply with the Code, and
  o defence of complaints using saved approval records.
- Case studies will illustrate lessons learned.

Cost:
- R450 per person
- Prepayment required by 20th August 2021
- Attendees completing the Code online certification within a month of the training will receive a 30% discount on the assessment fee

Registration Process:
- All workshop registrations are now being done online
- Please visit www.saapi.org.za to register for this training
- 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

For more information, please contact:
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