

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

**16<sup>th</sup> August 2023**  
**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
- 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 to comply 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 10<sup>th</sup> August 2023
- 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](http://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](mailto:alison@saapi.org.za) 076 732 4433
- Tasmirah Mall [info@marketingcode.co.za](mailto:info@marketingcode.co.za) 063 044 5200