



## Illustrative Grand Rounds Best Practices & Considerations

### Section III: Company-Conducted Product Training and Education

**Purpose/Scope:** The following chart is intended to provide a summary of the existing AdvaMed Code and other potential considerations as it relates to supporting grand rounds. It should not be utilized in lieu of the complete AdvaMed Code of Ethics. Companies are not obligated to follow this chart. Refer to the AdvaMed Code for definitions of HCP, Company, and other terms. Moreover, it is important to note that the guidance below is applicable as it relates to plant tours; however, some states have enacted laws that are more stringent than this guidance and in those states, and for HCPs licensed in those states, the more stringent state law should be followed.

The term grand rounds may have various definitions, but often refers to a meeting of HCPs in an institution to review current cases, new advancements in medical procedure, difficult case presentations, and other topics related to the specialties of the group. Companies support grand rounds in various ways; for example, they can provide company-conducted training and education, or they can provide support in the form of a grant. For purposes of applying the AdvaMed Code, it is conceivable that these two approaches may apply as depicted below:

