

Marketing code for medical gear likely before year-end

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The medical devices industry has welcomed the government's move to work on a separate marketing code for medical devices, expecting it to be finalised before the end of this year.

This reaction comes after Pharma Secretary Arunish Chawla on Tuesday said that the Ministry of Chemicals and Fertilisers, which oversees the Department of Pharmaceuticals (DoP) is spearheading work towards bringing a separate marketing code for medical devices at a Confederation of Indian Industries (CII) event.

A separate marketing practices code has been a long-standing demand for medical devices. Currently, the industry has to comply with marketing practices code for pharmaceuticals.

“The code will aim at giving this industry an identity apart from the marketing dynamics of the pharmaceutical industry. It will help in capturing the ethical marketing practice requirements for the medical devices sector”, an industry expert said.

The DoP had earlier published and sought stakeholder comments on a

draft Uniform Code for Medical Devices Marketing Practices (UCMDMP) in 2022. The Code was aimed at bringing in a voluntary code to regulate fair marketing practices by the medical device industry.

Speaking on the importance of a separate code, Pavan Choudary, chairman, Medical Technology Association of India (MTAI) said that the code will promote India as a market which encourages compliant companies, and help the industry in skilling the health care manpower and help India emerge as a

more affordable and quality destination for domestic healing and international medical tourism.

“Bringing a UCMDMP corroborates the fact that the government understands that medical devices (electromechanical entities) need to be regulated by code quite distinct from the one used to regulate pharmaceuticals (chemical entities)”, he said.

Reacting to the same, Himanshu Baid, chairman, CII National Medical Technology Forum and managing director, Poly Medicure, told *Business Standard* that the code will enable companies to continuously train doctors and nurses on new technologies.

A marketing practices code has been a long-standing demand of the medical devices industry