

Workshop

Medical Device Advertising – Compliance Aspects

How to Organize European Marketing Projects Both Smart and Compliant

Medical device marketing in a foreign jurisdiction is like swimming in the ocean: you don't really know what's beneath the surface. When it comes to Europe it is even more complex. There are several European countries with a comparable medical device advertisement legislation in general, but with differences in particular. It is important to understand how medical device marketing in Europe is different from US marketing requirements and how it varies between the European countries themselves.

Healthcare products are subject to special regulatory and advertising restrictions that go beyond competition law aspects. The law firm Taylor Wessing and the market access consulting firm Kalms Consulting have developed a workshop program to help you understand the compliance aspects of medical device advertising. The workshop character allows an individual approach to your product- and market-specific requirements and consists of both theoretical and practical information. The program provides legal information as well as hands-on experience in the implementation of compliance requirements in the conception of advertising products. There is plenty of time for discussions, questions and analysis of interesting individual aspects. The goal is to understand how to set up a European marketing project both legally compliant and efficient.

1

Kalms Consulting:
Practical aspects of the organization of a European marketing project

2

Taylor Wessing: What should be taken into account when advertising medical devices from the perspective of the "Law of Advertising in the Health Sector"?

3

Mutual discussion with the customer based on their specific requirements and questions

The workshop is designed as a half-day event and can be held as a regular face-to-face meeting or as an online event. It is dedicated to marketing, regulatory legal, compliance and management staff of healthcare companies who desire to enter the European market and who need an overview on relevant healthcare compliance topics.

Book your individual compliance workshop now for only € 5,000.

Dr. Daniel Tietjen, Salary Partner

Taylor Wessing Partnerschaftsgesellschaft mbB

Isartorplatz 8, 80331 Munich

Phone +49 89 21038 155, Mobile +49 172 1486218

d.tietjen@taylorwessing.com, www.taylorwessing.com

Gerald Schröder, Senior Consultant / Prokurist

Kalms Consulting GmbH

Rheinstr.45-46, 12161 Berlin

Phone +49 30 40 50 45 32 0, Mobile +49 160 8275639

gschroeder@kalmsconsulting.com, www.kalmsconsulting.com