



## 3M UNITEK and the ABHI Code of Business Practice

### *Setting High Standards of Ethics and Transparency in the Orthodontic Industry*

Although orthodontists will be aware of the recent introduction of UK Anti-Bribery legislation, they may be less familiar with how the medical devices industry self-regulates to ensure high standards of ethics and integrity. This is achieved by a Code of Business Practice, first introduced in 2009 by the Association of British Healthcare Industries (ABHI), the leading trade organisation for medical device technology.



The ABHI Code, to which 3M Unitek subscribes as part of 3M's healthcare business, seeks to ensure transparency in all dealings between member companies and healthcare professionals. It sets our clear guidelines on how the two can work together in an ethical and consistent way and, in particular, looks to ensure that interactions are not tied to a healthcare professional's past or potential future use of a member's products or services.

"3M Unitek has always prided itself on having high standards of business conduct, so we see the Code as an ideal complement to doing business the right way for our mutual best interests," says Des Creighton, General Sales & Marketing Manager, 3M Unitek. "For example, the Code requires us to pay Orthodontists for their consultancy services at 'fair market value' rates, provides guidelines on the provision of sponsorship to healthcare professionals, and even governs the type of promotional items we can use. These should be educational, relevant to professional practice or of benefit to patients. Within 3M, we've set up our own Compliance Team to ensure that our activities meet the Code's requirements."

3M is one of the first companies in the UK to be licensed by the ABHI to use a new ethical compliance logo. To achieve this, it had to implement written policies and procedures to ensure Code compliance, nominate a senior compliance manager and provide comprehensive and regular training on the Code to employees. "We intend to feature the logo prominently on our Orthodontist communications materials and online resources" adds Des, "as it's a public demonstration of our commitment to high standards. We're sure our orthodontic customers will be reassured by the knowledge that they're dealing with a company that takes ethical compliance seriously."

Further information and a copy of the ABHI Code of Business Practice can be downloaded from [www.abhi.org.uk](http://www.abhi.org.uk)