



**Inform**

## **EMIS-X Information Leaflets – Sponsorship Model**

EMIS Inform helps the life science industry to support healthcare professionals and patients by improving access to important medical education and content that can improve care and outcomes for patients

EMIS are committed to creating a more connected healthcare system. Through our digital channels across the UK healthcare landscape, we can bring quality healthcare information to the fingertips of healthcare professionals and support the empowerment of patients.

# Patient Sponsored Content Guidelines for medication/device leaflets

## Sponsored content declarations

Both from an ethical perspective and to comply with ABPI regulations, EMIS must declare sponsored content. Sponsored articles will be marked as such on thumbnail photos for articles, as well as in a disclaimer box at the top of the article.

## Terms of sponsored content inclusion

Sponsored articles will be covered under the criteria used for Medical Education Goods and Services (MEGS). MEGS are used by the pharmaceutical industry to provide unrestricted financial grants or services that are

delivered by an industry partner or a third-party supplier with the aim of driving improvements in patient care or to support the NHS more broadly in delivering better care. For pharmaceutical organisations who are members of the ABPI this is regulated by Clause 23 in the latest code-of-conduct (2021) under “Donations and Grants” [1]. Specifically, 23.1 states “Donations and Grants are funds, benefits-in-kind or services freely given for the purpose of supporting healthcare, scientific research or education, with no consequent obligation on the recipient organisation, institution and the like to provide goods or services to the benefit of the pharmaceutical company in return.”

Pharmaceutical companies want to provide accurate and clear non-promotional information about their

products to healthcare professionals so that they can be prescribed, dispensed and administered correctly. Patients are more likely to achieve better outcomes if they take their medication as prescribed– this includes the delivery of the medication, for example, having the correct technique for using medical devices designed to administer medications to patients. This requires a combination of patient education on the importance and relevance of medications to them, and appropriate training on device use if relevant, backed up by objective written information.

A challenge for pharmaceutical companies is getting this information to healthcare professionals and patients at the right time to support better care and outcomes for patients; a challenge that EMIS-X Information Leaflets can help to address.

The mechanism of unrestricted donations and grants will be used as the basis for ensuring ethical and appropriate curation and distribution of sponsored educational content to achieve this aim. The ABPI code of practice will be used as the basis for the framework to govern this.

