



LIFE SCIENCES & HEALTHCARE PRACTICE

Joint Guidance on Virtual and Hybrid International Medical Congresses

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BY AITHRA ANTONIADOU

Very recently, the International Federation of Pharmaceutical Manufacturers and Associations (IFPMA), the European Federation of Pharmaceutical Industries and Associations (EFPIA) and the Pharmaceutical Research and Manufacturers of America (PhRMA) published a Joint Guidance on Virtual and Hybrid International Medical Congresses, aiming to specify the parameters and factors that Companies¹ should consider when determining which code and/or label to use as reference for the Company activities.

The Joint Guidance clarifies, *among others*, that:

- Companies should use IFPMA Code as the minimum standard. EFPIA and PhRMA Codes mirror the principles and rules of IFPMA Code and should be examined in connection with the latter when scientific events/meetings/congresses are hosted by a European or American medical association.
- Companies should consider the code of the region from which the majority of delegates are expected to come based on past

experience. In case there is no regional code, IFPMA code shall apply.

- As regards Hybrid Congresses, the code of the in-person location country should apply. Symposia streamed into a hub should comply with the requirements of the jurisdiction of the primary location for the meeting.
- Companies should have a process to confirm participants' status as HCPs/Non-HCPs.
- Congress attendees participating virtually should sign a digital consent form indicating awareness/acknowledging virtual and hybrid congress terms and conditions.
- Congress materials should be directly accessible from the Congress Platform.
- Companies should include a statement addressed to delegates when entering their virtual booth/exhibition, clarifying the context under which the materials have been developed and noting that the content may not be applicable to their country.

For clarifications and assistance in interpreting the Joint Guidance please refer to the [IFPMA/EFPIA/PhRMA Joint Guidance on Virtual and Hybrid International Medical Congresses: Questions & Answers \(Q&A\) Introduction](#).

¹ Companies: IFPMA/EFPIA/PhRMA member companies and non-member companies who are signatories to the PhRMA, IFPMA, or EFPIA Codes.

Contact Us



Irene Kyriakides

PARTNER

i.kyriakides@kglawfirm.gr



Victoria Mertikopoulou

PARTNER

v.mertikopoulou@kglawfirm.gr



Follow Us

ATHENS OFFICE

28, Dimitriou Soutsou Str.,
115 21 Athens

T +30 210 817 1500

F +30 210 685 6657-8

E kg.law@kglawfirm.gr

THESSALONIKI OFFICE

31, Politechniou Str.,
551 34 Thessaloniki

T +30 2310 441 552

E kg.law@kglawfirm.gr

www.kglawfirm.gr

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