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1. Purpose 目的

This Directive provides the requirements applicable to third-party-initiated events and related Mayoly activities in such events, Mayoly organized meetings, fee-for-service engagements and other interactions with Healthcare Professionals (HCPs) and Healthcare Organizations (HCOs) that Mayoly organizes, participates or is involved in, in accordance with:
本指南提供了一系列要求，这些要求适用于迈优力依据以下法规参与、组织或参与的第三方发起会议和第三方发起会议中的迈优力活动、迈优力主办的会议、付费服务以及与 HCP 和 HCO 之间的其他互动：

- Mayoly Code of Conduct
  Mayoly 行为准则
- The Global Policy on Interactions with External Stakeholders GLB-POL-002
  与外部利益相关者互动交流全球政策 GLB-POL-002
- Global Anticorruption Policy (Valid from February 1, 2025)
  集团反腐败政策（生效日期：2025 年 2 月 1 日）
- The EU Directive 2001/83/EC
  欧盟指南 2001/83/EC
- The IFPMA, the EFPIA and the PhRMA Codes
  国际药品制造商协会联合会、欧洲制药工业协会联合会及美国医药研究与制造商协会规范
- The FCPA, the UK Anti-bribery Act, the Loi Sapin II, and other country specific anti-corruption laws and regulations, and
  反海外腐败法、英国反贿赂法案、法国《萨宾 II 法案》、各国相关反腐败法律法规以及
- Other applicable country laws, regulations and codes.
  其他适用法律、法规、规章及规范

2. Scope 范围

This Directive applies to
本指南适用于：

- All activities and interactions with HCPs and HCOs, in person and online/virtual; and
  所有与 HCP 和 HCO 之间的互动，包括面对面和在线/虚拟活动
- All fee-for-service contractual interactions with HCPs and HCOs, in person and online/virtual.
  所有与 HCP 和 HCO 之间的付费服务，包括面对面和在线/虚拟服务

For any online/virtual activities, this Directive must be read in conjunction with GLB-DIR-004 Digital Activities.
对于在线/虚拟活动，必须在阅读本指南的同时参考《GLB-DIR-004 数字活动指南》。

This Directive applies to all Mayoly China employees and to contractors acting on Mayoly's behalf (collectively "Mayoly"), as engaged in related activities, worldwide.
本指南用于指导在迈优力中国从事相关活动的所有迈优力员工以及代表迈优力的第三方派遣员工（合称为“迈优力”）的行为。

It does not apply to third parties (e.g., distributors) that perform any of the activities described in this Directive unless it is contractually agreed. For the avoidance of doubt, travel agencies, event management agencies, logistics agencies, medical education agencies, advertising/communication agencies, medical education agencies and other third parties contracted to provide event management or other services for an activity that Mayoly organizes must comply with this Directive.

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本指南不适用于执行本指南中活动的第三方（如，经销商），除非迈优力与第三方之间对这些活动有协议约定。为避免疑问，任何为迈优力组织的活动提供活动管理或者其他服务的活动管理中介、广告/宣传中介等第三方必须遵守本指南的规定。

In the event of any conflict between this Directive and laws, regulations, codes, or other Mayoly policies and procedures, the more restrictive requirement will apply, *such as any principle of PIPL and GDPR shall be applied.*
如果本指南与法律、法规、规范或其他迈优力政策和程序有任何冲突，适用更严格的要求。*如在中华人民共和国个人信息保护法以及欧盟通用数据保护条例对个人信息保护有绝对禁止要求时，应优先遵从。*

Activities related to clinical trials are out of scope and must be conducted in accordance with the applicable clinical trials related procedural documents, except for Investigator Meetings that are also in the scope of this Directive.
根据适用的临床试验相关程序文件进行的与研究者临床试验相关的活动不在本指南范围之内；但研究者会议仍在本指南的范围之内。

Additional procedural documents may be developed to implement additional requirements, but these must not contradict this Directive.
可以制定其他的流程文件来实施附加要求，但这些要求不得与本指南相矛盾。

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3. Requirements 要求

3.1 General Requirements 总体要求

The Initiator of an activity is accountable for the activities they initiate and their compliance with all applicable laws, regulations, codes and Mayoly policies and procedures. They initiate activities, obtain the required reviews and approvals, ensure the required documentation is collected, verified and retained and they ensure all activities are closed-out as required. Please refer to CN-SOP-003 Activity Review and Approval SOP.
一个活动的发起人负责其发起的活动并应确保该活动符合所有适用的法律、法规、规范和迈优力政策和程序规定。活动发起人发起活动，获取必需的审核和批准，确保根据要求收集、确认和留存相关支持文件，并确保活动按照要求关闭。请参见《CN-SOP-003 活动审核与批准流程》

The Initiator of an activity is accountable for initiating, obtaining required review and approval(s) for the activity, in addition to conduct, documentation and close out of the activity in accordance with all applicable laws, regulations, codes and Mayoly policies and procedures.
活动发起人负责发起、获得活动所需的审核和批准，此外还负责根据所有适用的法律、法规、规范和迈优力政策和程序开展、记录和关闭活动。

The Initiator can delegate tasks to other individuals involved in the activity but remains fully accountable for all aspects of the activity.
发起人可以将任务委托给活动中涉及的其他个人，但仍对活动的所有方面负有全部责任。

When planning an activity with HCPs/HCOs, the Initiator must identify and document the following:
在规划一项与 HCP/HCO 之间的活动时，活动发起人必须明确以下事项：

- The rationale and legitimate purpose to conduct the activity
  举办该活动的理由和合理目的
- The type of activity which best satisfies the identified rationale and purpose (e.g., to provide promotional product information, a promotional meeting should be organized; to receive advice on a business or scientific topic, an advisory board may be needed)
  哪种活动类型可以最好地满足既定的理由和目的（比如为了提供推广性产品信息，应当组织推广性会议；为了收集有关业务或科学主题的建议，可能需要组织顾问委员会）
- The type of HCP/HCO that best meets the activity's identified rationale and purpose (selection criteria)
  所需 HCP/HCO 的类型（选择标准）
- Any fee-for-service required for the activity
  活动所需的任何付费服务
- Any hospitality required
  需要提供的任何招待；
- Applicable rules/requirements to the content, the internal and external review and approval of the activity, both at global and country level
  关于活动的内容相适用的规章、要求；全球和分公司层面应从内部和外部获得的审核和批准；
- The required documentation to be collected, verified and retained
  需要收集、确认和留存的文档
- Any cross-border interaction required and the related requirements of the HCP's Home Country
  要求的任何跨境互动以及 HCP 执业地所在国的要求
- Expected deliverables, when applicable
  预期交付物（如适用）；

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- If the activity is online/virtual, any additional requirements from GLB-DIR-004 Digital Activities
  如果活动是在线/虚拟的，根据《GLB-DIR-004 数字活动指南》是否有额外要求；
- Disclosure requirements for any transfer of values to HCPs/HCOs.
  向 HCP/HCO 转移价值的披露要求。

Activities with HCPs/HCOs must in principle fall within one of the categories of activities described in this Directive and must ensure that the relevant rules and requirements are respected. If the activity cannot be found in the Directive or any local document that implements this Directive, the Initiator must seek advice at the conceptual stage/planning from Global/Country Business Ethics Officer and any other function/department, as required.
与 HCP/HCO 的活动必须归为本指南中描述的活动分类之一，且必须确保遵守相关的规章和要求。如果在指南或任何实施本指南的本地文件中找不到该活动，发起人必须按要求在概念阶段/规划阶段向全球/各分公司商业道德官和任何其他职能部门/部门寻求建议。

It is recommended that functions/countries follow this classification of activities (e.g., type of activities) in a consistent manner as sometimes different names may be used to describe the same activities in this Directive.
由于在本指南中可能以不同的命名来描述同样的活动类型，当可以使用不同的名称来描述某些活动时，建议职能部门/各分公司以一致的方式遵循这一活动分类(例如，根据活动类型)。

It is recommended that the Initiator makes the HCP/HCO aware of the Mayoly rules applicable to the interaction from the onset.
建议发起人在互动之初便让 HCP/HCO 了解迈优力对于互动活动的相关规定。

3.2 Rationale, Legitimate Purpose and Nature of an activity 活动的理由、目的和性质

The **rationale and the legitimate purpose of the activity** must be clear from the onset to ensure that there is a legitimate need for the interaction with the HCPs/HCOs, driven by the highest ethical standards for the best interest of patients. The legitimate purpose is critical to identify the right type and the nature of the activity as well as all the relevant requirements and needs to perform the activity.
必须从计划之初便确保活动的**理由和合理目的**是清晰的，以确保 HCP/HCO 之间互动的需求是合理的，且由最高的道德标准及患者的最佳利益驱动。活动的合理目的对于确定活动的类型和性质，以及实施此类活动的相关要求和需求而言是关键的。

The nature of an activity can be either promotional or non-promotional and depends on:
一项活动的性质既可以是推广性，也可以是非推广性的，这取决于：

- Whether the purpose of the activity is to promote Mayoly's medicinal products or not.
  活动的目的是否是为了推广迈优力的医药产品。
- The initiating function (e.g., Hospital BU, Medical etc.). Hospital BU may organize and participate in promotional and non-promotional activities, as described in this Directive.
  活动的发起部门（如医院事业部、医学部等）。医院事业部可以组织和参与推广和非推广活动，如本指南所述。
- The content and the context of the disseminated information including materials, presentations, topics.
  传播信息的内容，包括资料、演示以及讨论的主题等。

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Attendees of Mayoly-initiated activities must not share with the public, through social media or other means, any contents that may constitute promotion of prescription-only medicines.
迈优力发起的活动的参加者不得通过社交媒体或其他渠道向公众传播可能构成处方药品推广的内容。

3.3 Documentation 文档

The supporting documents of every activity e.g., agenda, contracts, signing sheets, proof of evidence, proof of attendance must be collected and properly documented in a secure location. Refer to the CN-SOP-003 Review and Approval SOP.
必须收集每项活动的支持文件，如议程、证据证明、出席证明，并妥善存档在安全的位置。关于所需支持文件，请参考《CN-SOP-003 活动审核与批准 SOP》中的要求。

3.4 Cross-Border Interactions 跨境互动

When Mayoly Global or other Mayoly entity organizes an activity in another country or engages or invites HCPs from another country (cross-border interaction), the Initiator must verify in advance whether the activity can take place. Before any contact to discuss on the potential interest of an HCP to provide a service or attend a meeting, the Initiator must also consult and comply with the applicable cross-border process and the requirements included in the relevant Country Profile.
当迈优力全球或者其他迈优力分公司在他国发起一项活动或者邀请他国的 HCP 参加活动时（跨境互动），发起人必须提前核实活动是否可以开展。在首次与 HCP 进行联系并讨论其提供服务或参加会议的潜在兴趣之前，发起人必须咨询并遵守适用的跨境流程和相关《各国概况》中包含的要求。

3.5 External Requirements 外部规定

Local laws, regulations and codes may require that certain interactions or activities with HCPs/HCOs require notification, pre-approval, reporting to Authorities or Associations or compliance with other obligations, before or after the activity takes place.
在与 HCP/HCO 开展某些互动或活动之前，根据当地法律法规或行业规范，可能需要通知、预先批准、向监管机构或其他机构或协会报告，或在活动发生之前或之后根据当地法律、法规和规范履行其他义务。

These requirements are included in the Country Profiles of this Directive to inform all Initiators, including from Global or another country, about the applicable requirements prior to organizing an activity.
这些要求包含在本指南的《各国概况》中，以便在组织活动之前向本国或他国分支机构的发起人(如全球总部发起人) 告知适用的要求。

3.6 HCPs/HCOs Transparency disclosure HCP/HCO 的透明度披露

In most countries where Mayoly is present, laws, regulations or codes require detailed disclosure of the nature and scale of interactions between the industry and HCPs/ HCOs. The Initiator is responsible for the accurate and transparent documentation of the activity to ensure, timely and transparent disclosure.

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在迈优力开展业务的大多数国家，当地法律法规及行业规范要求详尽披露企业与目的是详细披露行业与 HCP/HCO 的互动的性质和范围。活动发起人负责准确、透明地记录活动，以确保其被及时、公开披露。

4. Third-party Events/Congresses 第三方活动/会议

Where allowed by laws, regulations, and codes, Mayoly may sponsor an international, national, regional, or local congress or third-party event in exchange for a genuine service and/or may sponsor HCPs to participate in congresses/third-party events.
在法律法规和行业规范允许的前提下，迈优力可赞助国际级、全国级、区域级或城市级第三方活动或会议，以换取真实的服务；和/或赞助 HCP 参加会议/第三方活动。

The congress/third-party event must satisfy the below criteria:
大会/第三方活动必须满足以下标准

- The event is strategically relevant for Mayoly
  活动与迈优力的战略是一致的
- The event features a solid up-to-date scientific agenda
  活动有一个坚实的、前沿的学术议程
- The event is relevant to Mayoly therapeutic areas
  活动与迈优力治疗领域相关
- The location and venue are appropriate
  活动举办的地点和场所是合适的
- No entertainment is provided
  该活动不提供任何娱乐项目
- The organizing HCO is not in any kind of industry / company high-risk list
  活动发起 HCO 不在任何行业或公司内部高风险名单中
- No attendance of accompanying persons is facilitated, financed, provided, sponsored, recommended, suggested, or organized by Mayoly.
  迈优力不向陪同人员安排、资助、提供、赞助、建议或组织任何参加活动的便利

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4.1 Third-party Events/Congresses: Sponsorship of a Third-Party Event/Congress 对第三方活动/大会提供赞助

Definition **定义**	• Where allowed by laws, regulations, and codes, Mayoly can fund a third-party event in exchange of a genuine and legitimate tangible benefit via direct financial support. 在法律法规和行业规范允许的前提下，迈优力可以对第三方活动进行赞助（如：直接提供财务支持），以换取真实服务。 • The payment of the direct or indirect financial support must be proportional to the tangible benefits received and must represent a fair market value for the tangible benefits received i.e., the higher the funding is, the higher the value of the tangible benefit received should be. 财务支持的支付（无论直接或间接）必须和所收到的服务成正比并且必须反映所接受服务的公平市场价值。即提供资金越多，回报就应该越高。 • The sponsorship is provided to an entity (e.g., HCO, CME (Continuous Medical Education Provider) but never to an individual. 活动/大会的赞助应当提供给一个组织（如 HCO、继续教育提供机构），不允许对个人发起的活动/大会提供赞助。
Content **内容**	• A congress/third-party event sponsorship can be made in exchange for a satellite symposium slot, a booth space, corporate advertising in the congress materials (e.g., congress program, congress website), free admission for several Mayoly employees etc. 大会/第三方活动的赞助可用于换取某一时段的卫星会、展台空间或大会资料中企业广告（如：大会议程、大会网站）或赠送给部分迈优力员工的免费参加资格。 • The request for sponsorship can be either solicited by Mayoly or unsolicited. 迈优力可以主动提供赞助，亦可以被动接收赞助邀约。 • The sponsorship options (e.g., platinum, gold, silver), the criteria must be open to all companies, pre-determined and publicly listed (e.g., congress website) or available on request. 赞助选项（如，白金、金牌、银牌赞助）及标准必须对所有公司开放，必须事先确定且公开列明（如大会网站）或应请求提供。 • It is not possible for Mayoly to proactively request to be the sole sponsor of a third-party event. The unsolicited request from the third-party must be documented by Mayoly. The classification of sole sponsorships must be carefully assessed to decide whether the engagement shall be re-classified into “partnership”, in which case the relevant section of this Directive must be complied with. 如果一项活动是由迈优力主动向第三方提供赞助，则迈优力不得作为独家赞助方对该活动提供支持。换言之，迈优力必须记录来自第三方的主动请求。必须对独家赞助的分类进行谨慎评估，以决定是否将该项目重新分类为“合作”，在这种情况下，必须遵守本指南的相关部分的规定。 • Mayoly must not interfere with or influence the third-party event/congress scientific agenda or content. 迈优力不得干涉或影响第三方活动/大会的科学议程或内容。 • A congress/third-party event sponsorship cannot be provided as an inducement, or in exchange for an express or implied agreement or

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	understanding that Mayoly products will be prescribed, included in formularies, recommended, or that they will receive any preferential treatment, access, or advocacy status (e.g., a platinum sponsorship at a medical association's congress in exchange for a favorable treatment in a new version of treatment guidelines by that medical association). 不得将大会/第三方赞助作为诱因或用于换取对迈优力产品的处方、列名、推荐、被优待、准入或倡导(例如，在医学协会大会上获得白金赞助，以换取该医学协会新版治疗指南中被作为首选治疗方案）的明示或暗示的承诺。 • Mayoly must be acknowledged as sponsor in all official congress materials and relevant communication. The Mayoly logo is not by itself enough and must be accompanied by a disclaimer specifying the type of contribution of Mayoly i.e., sponsored by Mayoly, Mayoly appearing under the specific section dedicated to sponsors etc. 迈优力在所有大会官方资料和相关通讯中必须是公认的赞助商。仅仅使用迈优力标志是不够的，必须详细说明迈优力的支持类型，例如由迈优力赞助，迈优力出现在专用于赞助商的特定部分等。 • Mayoly must make all reasonable efforts to take full advantage of the tangible benefits received in exchange of the sponsorship fees to ensure that the benefits match the value of the sponsorship. 迈优力必须尽一切合理的努力充分利用以服务交换所得到的收益，以确保收益匹配赞助的价值。 **Sole Sponsorship 独家赞助：** Sole sponsorship means that Mayoly is the only sponsor for third-party event, or, in the third-party program, Mayoly is the only sponsor for this therapeutic area. 独家赞助是指迈优力为第三方活动的唯一赞助方；或者为第三方项目中，该治疗领域的唯一赞助方。 The following principles must be followed for sole-sponsorship programs: 独家赞助项目须遵守以下原则： • All expenses sponsored by Mayoly must occur in a fully transparent manner, i.e., Mayoly, as the sole sponsor, has the right to obtain all copies of expenses occurred 项目中涉及的迈优力赞助的所有费用必须对迈优力公开、透明。即，作为独家赞助方，迈优力有权获得所有费用单据的复印件 • Mayoly remain the right to perform spot check on events under the program 迈优力有权对该类项目中涉及的活动进行飞行检查 • Mayoly has the right to obtain all supporting documents to prove that the event has taken place, including but not limited to meeting photo, meeting attendance sign-in sheet, etc. 迈优力有权获取与该类项目相关的所有支持文件，以确认活动的真实性。支持文件包括但不限于会议照片、会议签到表等 • Any HCP service and its payment must be reflected in Mayoly's COPAM system and be tracked to comply with the yearly CAP 任何 HCP 的付费服务必须在 COPAM 系统中得到体现并且遵守年度限额要求

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Initiator & Mayoly Staff **发起人&迈优力人员**	• Depending on the services received in exchange for the funding provided by Mayoly and the activities conducted, it could be initiated by any Mayoly function. 根据迈优力提供的资金所换取的服务和开展的活动，会议可以由任何迈优力职能部门发起。 • Initiator must verify that the prospective sponsorship does not create a conflict of interest (e.g., the HCO is drafting guidelines potentially impacting Mayoly's products). 发起者必须核实确认潜在的赞助不会造成利益冲突（例如，该 HCO 正在起草可能影响迈优力产品的指南）。 • Sole sponsorship to third-party event can be initiated and owned by Marketing Team of Hospital BU, Medical, Commercial and Market Access. Sole sponsorships must be pre-reviewed and approved by Business Ethics, Legal, Medical, Finance and other functions if necessary, such as Procurement. 独家赞助可由医院事业部的市场团队、医学部和商务及市场准入部发起。独家赞助项目必须经过商业道德部、法务、医学部和财务部事前批准，如有需要，其他相关部门也可以被邀请参与审核环节，如采购部等。 • Sponsorships initiated by Hospital Affairs team must be pre-approved by Business Ethics prior to applying in relative systems. 由医院事务团队发起的赞助必须在从系统中发起之前得到商业道德部门的审批。
Other local requirements **其他当地要求**	• For CME programs organized by hospitals, it is only allowed to sponsor such programs initiated by Tier 1 hospitals and Tier 2 Level 1 hospitals with participants from several hospitals. 对于由单家医院发起的继续教育项目的赞助，只得由三级医院、二级甲等医院发起，且听众必须来自于多家医院。
Audience **受众**	• Congress participants 大会与会者
Materials **资料**	• The third-party overall event/congress scientific agenda or content is freely determined by the third-party. Mayoly shall not influence the overall event/congress scientific content in any way. • 第三方整体的活动/会议的学术日程和内容由其自由决定。迈优力不得以任何方式对其施加影响。
Contract **协议**	• A contract with the congress/activity organizer is required, payment must be made directly from Mayoly to the third-party. Open invitation letter for sponsorship stamped with the official seal of the organizer must be attached to the contract. 必须与大会/活动第三方主办方签订合同并公对公支付赞助款项。协议应当包含公开、盖章招商函以及大会日程。 • The financial support amount, the related event, the tangible benefits received in exchange of the sponsorship and the obligation of the organizer to disclose the sponsorship including in congress materials must be included in the contract as a minimum. 应至少在合同中阐明财务支持金额、相关活动、通过赞助交换所得的有形利益以及主办方在大会资料中注明赞助关系的责任均必须在合同中阐明。

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Expenses Classification 费用分类	• Expense line of the Initiating function. 计入发起部门相关成本中心 • Promotional or non-promotional expense depending on the activities and in accordance with the Business Controller's Handbook. • 根据活动和《财务控制手册》计为推广费用或非推广费用。
Key Performance Indicators (KPIs) 关键绩效指标（KPI）	Appropriate KPIs may include: 适当的关键绩效指标包括： - Enhancement of medical/scientific knowledge and the safe and effective use of products that benefit patient care. 增强医疗/科学知识以及惠及患者护理的安全、有效用药知识。 - Increase in positive image/awareness of Mayoly as a corporate healthcare stakeholder. 提高迈优力作为企业医疗卫生利益相关者的正面形象/认知度。 Inappropriate KPIs include, but are not limited to: 不适当的关键绩效指标包括但不限于： - Increase in awareness of unlicensed Mayoly products/indications. 提高对未经许可的迈优力产品/适应症的认知。

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4.1.1 Promotional Booths 推广性展台

Definition **定义**	• Promotional booths are booths at commercial display areas for rental by Mayoly and are primarily product related. They may also include general corporate information or limited disease information appropriate to the approved indications and embedded into the promotional content. 推广性展台是位于迈优力租用的商业展示区的展台，且主要与产品相关。它们亦可包含企业综合信息或者与经批准的适应症相关的有限的疾病信息，并嵌入到推广内容中。 • Promotional booths must be separate from disease awareness booths and medical information booths (e.g., wall or other physical separation that does not allow any information of one booth to be seen from the other booth). 推广性展台必须与疾病认知展台和医学信息展台分离(例如，墙或其他实物隔离，不允许从一个展台看到另一个展台的任何信息)。

Content
内容
	• The information which appears, and the materials used at promotional booths must contain only on-label and fair and balanced information in accordance with the relevant promotional material standards.
	在推广性展台所显示的信息与所用资料必须根据相关推广资料标准必须只包含已批准的适应症且公平平衡的信息。
	• The rules of host govern the promotional booths.
	推广性展台必须遵守举办地的法规。
	  • National/local congresses:
	  全国性/地方级别会议：
	  o All displayed materials, whether originated by Mayoly or a third-party, must be within the product-label of the Host Country and
	  所有展示的材料，无论是由迈优力还是第三方提供的，都必须在举办国的产品经批准的适应症内，并且
	  o Only approved promotional materials may be displayed or disseminated at these booths.
	  经批准的推广资料方可在此类展台上展示或分发。
	• International congresses (i.e., large congresses with participants from several countries
	国际大会(即由几个国家的代表参加的大型会议)
	  • International Congress Exception may apply:
	  适用的国际大会例外情况：
	  o Displayed materials at Mayoly promotional booths at international congresses may refer to products which are not registered in the Host Country, or which are registered under different conditions, provided that the following conditions are met:
	  在国际大会的迈优力推广性展台上展示的材料可能指未在东道国注册的产品，或在不同条件下注册的产品，前提是满足以下条件:
	  o the laws, regulations and codes of the Host Country permit this type of promotion; and
	  东道国的法律、法规和准则允许此类推广活动；和
	  o any promotional material for a product not registered in the Host Country must be accompanied by a statement indicating (a) the

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	countries in which the product is registered and (b) make clear that such product is not available locally, and that (c) the registration requirements differ internationally. 未在东道国注册的产品的任何推广资料必须附有一份声明，说明(a)该产品注册的国家和(b)该产品在当地不可用，以及(c)注册要求在各国不同。 • Mayoly employees or agents staffing the booth, must not engage proactively or reactively in any off-label discussion. 在展台中工作的迈优力员工或代理中介不得主动或被动参与任何超适应症适应症的讨论。 • Enquirers of off-label related information must be referred to the Mayoly Medical Booth or in the absence of it, requests for off-label information must be documented using the Medical Information Form and directed to the Medical Information department of the Home Country of the enquirer. 如收到关于超适应症相关信息的咨询，应建议提问者咨询迈优力医学展台，如果没有此类展台，有关超适应症信息的请求必须使用《医学信息表》加以记录，并推荐至咨询人执业地所在国/地区的医学信息部门。 • Questions on competitors' products must never be answered by Mayoly staff and enquirers must be re-directed to the competitors. 对于有关竞争产品的问题，迈优力员工不应作答，必须推荐咨询人前往竞争对手展台。
Initiator & Mayoly Staff **发起人&迈优力员工**	• May be initiated, funded, or conducted by Marketing Team of Hospital BU with the support of Medical or other Mayoly functions. 可由医院事业部的市场团队发起、承担预算或执行，由医学部或迈优力其他职能部门提供支持。 • Any Mayoly employee can be part of the official staff of the booth if they are appropriately trained and qualified to discuss approved on-label product related information at the booth. MSLs can be present on the booth if allowed by the local standards and customs. 任何迈优力员工均可担任展台的正式人员，只要其经过适当培训，并具备在展台讨论与经过批准的适应症产品有关的信息的资质。如果当地标准和习俗允许的话，医学联络官可以出现在展台。 • If the International Congresses Exception applies, the staff should come from countries where the product or indication is approved. 如果适用国际大会例外情况，员工应来自产品或适应症获得批准的国家/地区。 • The number of Mayoly staff in the booth shall be reasonable and proportionate to the size of the booth. 迈优力员工在展台的数量应合理，并与展台的大小成比例。
Audience **受众**	• Congress participants excluding public, patients, or journalists. 大会与会人员不包括普通公众、患者或新闻记者。 • The booth staff must always ensure that the enquirer is an HCP. 展台工作人员必须始终确保咨询人为 HCP。 • Should the enquirer be a member of the public or a journalist, the person must be re-directed to Communications. 如果咨询人是普通公众或新闻记者的一员，必须推荐该人员接洽企业传播团队。

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	• Should the enquirer be a patient or a patient organization's representative, the person must be re-directed to the Mayoly Medical Booth or in the absence of it, the Medical Information process must be followed. 如果咨询人是患者或患者组织代表，必须推荐该人员接洽迈优力医学展台，或者如果没有此类展台，则应遵照医学信息流程处理该咨询。 • Should the requestor be a government regulatory representative or other regulatory authority and the enquiry relates to regulatory matters, the enquirer or the enquiry must be redirected to Government Affairs. 如果请求者为政府监管部门代表或者其他监管部门官员，且该请求与政府事务相关，须推荐其向政府事务部咨询。
Hospitality **招待**	• Minor hospitality limited to soft drinks, water, juices, coffee, light snacks may be provided if it is not branded (Mayoly or product logo), inexpensive and in a format to allow immediate consumption (no takeaway). 只有在符合以下条件时，方可提供简单招待，仅限于软饮料、水、果汁、咖啡、点心：无品牌（迈优力或产品标识）；价格低廉；其形式须为即食（不得外带）。 • Entertainment (e.g., fruit cocktail shows, baristas demonstrations, etc.) is not permitted. 娱乐（例如，水果鸡尾酒会、咖啡师演示等）是不允许的。
Materials **资料**	• Materials used at promotional booths including booth panels must always be reviewed and approved in accordance with the Promotional Materials SOP of the Host Country. 推广展台使用的资料（包括展台展板在内），必须始终根据东道国的推广资料管理规程加以审核与批准。 • The International Congress Exception applies in principle subject to country stricter requirements. 原则上适用国际大会例外情况，但须符合大会举办所在国家更严格的要求。
Contract **协议**	• The booth must be part of the congress participation options which are made available by the congress organizer. 展台必须是大会主办方提供的大会参与选项之一。 • Contract for the booth space with the congress organizer (HCO) or the agency appointed by the congress organizer is generally required. 需要与大会主办方（HCO）或大会主办方指定的代理商签订协议。 • Please refer to section 5.1 – Contract requirements for sponsorship of a 3rd party event/congress. 请参阅第 5.1 节-赞助第三方活动/大会的合同要求。
Expenses Classification **费用分类**	• Product related line of Initiating Function. 计入发起部门相关产品线费用。 • Promotional expense in accordance with the Business Controller's Handbook. 根据《财务控制手册》计为推广费用。
Key Performance Indicators (KPIs) **关键绩效指标（KPI）**	Appropriate KPIs for these booths may include: 适用于展台的关键绩效指标可能包括： - Return on investment in terms of sales 销售投资回报率 - Sales/market share increase (not on individual HCPs) 销售/市场份额增加（不可根据单个 HCP 计算） - Market penetration

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	市场渗透率 - Increase in awareness of licensed Mayoly products/indications 提高对经许可迈优力产品/适应症的认知 - Other sales related indicators 其他销售额相关指标 Inappropriate KPIs for these booths include: 不适用于展台的关键绩效指标包括： - Increase in awareness of unlicensed Mayoly products/indications 提高对未经许可的迈优力产品/适应症的认知

4.1.2 Medical Booths 医学展台

Definition **定义**	They are non-promotional booths at display areas at congresses/events organized by third parties. They aim at 医学展台是在第三方主办的活动/会议的展示区展示的非推广性展台。该类展台的目的在于： a. providing information on the disease area and unmet medical needs. They may include general corporate information and appropriate limited and information on Mayoly Pipeline or Clinical Trial Information subject to stricter laws and regulations, and. 提供疾病领域和尚未得到满足的医疗需求的信息，但也可在受制于更严格的法律和法规的前提下包含企业综合信息、有关迈优力在研产品或临床试验信息的适当、有限的事实性信息。 b. at providing responses to unsolicited questions raised by congress participants regarding medical and scientific information about Mayoly products or relevant therapeutic areas. 针对大会与会人员就医学信息主动提出的问题以及有关迈优力产品或相关治疗领域的科学信息提供回复。 It must be clearly separated from the promotional booth (e.g., wall or other physical separation that does not allow any information of one booth to be seen from the other booth)) and clearly labeled as Mayoly Medical booth. They can be in the same area as a Disease Awareness Booth if the two booth areas are visually distinct. 医学展台必须与推广展台明确分离（例如，隔墙或其他实物隔离，不允许从一个展台看到另一个展台的任何信息），必须带有迈优力医学展台的明确标识。只要两个展台区域在视觉上是不同的，它们可以与疾病认知展台位于同一区域。
Content **内容**	• Promotional materials are prohibited. 严禁展示推广资料。 • No product brand elements are permitted at the booth (colors, typographical format, font, graphic symbols/artwork, any other element used in product branding). 展台上不允许出现产品品牌元素(颜色、印刷格式、字体、图形符号/插图、产品品牌中使用的任何其他元素。 • Medical information request forms or other scientific information (e.g., reprints, scientific publications, abstracts, posters) must not be left in sight at the booth, as this could be interpreted as soliciting for medical information requests.

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	不得将医学信息申请表或其他科学信息(如重印资料、科学出版物、摘要、海报)留在展台上，因为这可能被解读为主动征求医学信息。 • Disease related non-promotional materials and limited information provided on Mayoly Pipeline and ongoing Clinical Trials for recruitment purposes awareness, can be displayed proactively. These may be included on the booth panels only (no handouts/brochures) and must be limited to clinical trial name, endpoints, status of recruitment, generic molecule name. No trial results or efficacy or safety claims can be included. 疾病相关非推广资料和有关迈优力在研产品和正在进行中的以招募为目的的临床试验的有限信息可主动展示，但仅可在展台提供（不得发放印刷品或手册），且必须限于临床试验名称、研究终点、招募情况及通用化学名。不得包括试验结果及安全性表述。 • Mayoly staff: 迈优力员工： o Must not prompt or solicit any question. 不得主动提起或征求问题。 o Must clarify the identity of the enquirer as HCP or representative of a patient organization (PO). 必须明确咨询人作为 HCP 或患者组织代表的身份。 o Must document all requests using the Medical Information Request Form and must make a record of the verbal response. 必须使用《医学信息请求表》记录所有请求，并且必须记录口头回复。 o Must document all requests that require a written response, obtain the signature of the HCP on the Medical Information Request Form, and inform the HCP that the response will be provided by the Medical Information department of their Home Country. 必须记录所有需要书面回复的请求，在《医学信息请求表》上取得 HCP 的签名，并告知 HCP，将由其执业地所在国的医学信息部门提供回复。 o Must not provide responses using promotional claims. 不得使用推广性表述来提供回复。 o Must provide factual, objective, fair and balanced answers limiting the response to the scope of the question regardless of whether the question is on-label or off-label. 提供实事求是、客观、公正、平衡的回答，回复仅限于问题范围，无论问题属于经批准的适应症还是未批准的适应症。 o In case that the question is off-label, before providing the response to the question, must inform that the information is off-label and state that Mayoly does not recommend the use of its products outside the approved label. 如果属于超适应症问题，在回复问题前，必须告知该信息为超适应症信息，并表明迈优力不建议在经过批准的适应症以外范围使用其产品 o Must indicate if a question relates to an investigational compound and limit the response to publicly available information. 必须确定问题是否与某种正在研究中的药物有关，并将回复限制于公开可获得的信息。

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	○ Must indicate if the question relates to a compound not licensed in a specific country or region without making predictions on time or status of the approval. 必须确定问题是否与在某个特定国家或地区尚未获得许可的药物有关，不得对批准时间或状态作出预测。 ○ Must ensure that all Medical Information Request Forms including those that answers are provided and those which require a written response are sent to the Medical Information department of the Home Country of the enquirer for response and/or archiving. 必须确保所有《医学信息请求表》（包括已提供答案的表单和需要书面回复的表单）均发送至咨询人执业地所在国的医学信息部门，以供回复和/或存档。 ○ Must never respond to questions on competitors' products and must redirect the enquirer to the competitor. 不得回复有关竞争产品的问题，必须推荐咨询人前往竞争对手展台。
Initiator & Mayoly Staff **发起人&迈优力员工**	• May be initiated, conducted, and staffed only by Medical Department personnel. 只可由医学部人员发起、执行并安排人员。 • All personnel staffing the booth must be appropriately trained to respond to questions on Mayoly products and therapeutic areas 于展台工作的所有人员必须经过适当培训，以回答有关迈优力产品和治疗领域的问题。 • Number of Mayoly staff in the booth shall be reasonable and proportionate to the size of the booth. 迈优力员工在展台的数量应合理，并与展台的大小成比例。 • Marketing cannot determine the need for, nor fund, a Medical Booth. 市场部不得确定对医学展台的需求，也不得为其提供资金。
Audience **受众**	• Congress participants excluding public and journalists. 大会与会人员，不包括普通公众和新闻记者。 • The booth staff must always ensure that the requestor is an HCP 展台工作人员必须始终确保咨询人为 HCP。 • Should the requestor be from the public or a journalist, the person must be re-directed to Communications. 如果咨询人是普通公众或新。闻记者，必须推荐该人员接洽企业传播团队。 • Should the enquirer be a patient or a patient organization's representative, the Medical Information process must be followed. 如果咨询人是患者或患者组织代表，必须遵守《医学信息流程》。 • Should the requestor be a government regulatory representative or other regulatory authority and the enquiry relates to regulatory matters, the enquirer or the enquiry must be redirected to Government Affairs. 如果请求者为政府监管部门代表或者其他监管部门官员，且该请求与政府事务相关，须向政府事务部引荐该请求者或转达其请求的内容。 • Non-Medical Mayoly staff present at the congress must be instructed to re-direct off label inquiries to Medical, including to the Medical Booth. Mayoly staff may escort the person making the inquiry to the Medical Booth however they should then leave the area.

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	必须要求出席大会的非医学部迈优力员工将超适应症咨询转交给医学部，包括医学展台。迈优力工作人员可陪同进行询问的人员前往医学展台，但他们随后应离开该区域。
Hospitality **招待**	• Hospitality, including minor hospitality, is not allowed. 不允许提供招待（包括简单招待）。
Materials **资料**	• Pre-approved copies of re-prints of scientific publications, abstracts, posters can be provided in response to an unsolicited request. 对于主动请求，可提供预先经过批准的科学出版物的重印资料、摘要、海报等资料。 • A database of medical information standard responses or a Q&A document can be used as a reference source for the Mayoly staff but cannot be shown to the HCPs. A standard response can be sent to the HCP as a follow-up to the request for information. 迈优力员工可使用医学信息标准回答数据库或问答文件作为参考，但不得向 HCP 出示该类文件。作为信息请求的答复，可以向 HCP 发送标准回答。 • The materials provided in response to an unsolicited request must be reviewed and approved in accordance with the applicable Non-Promotional Materials SOPs for this type of materials. 如适用，对于来自外部的主动请求的回应必须经过与该类资料相关的非推广资料内部操作规程的批准。 • A prepared slide set on Mayoly's products cannot be provided. 不得提供有关迈优力产品、预先准备的演示文件。 • Promotional materials must not be provided. 不得提供推广资料。 • For disease related, pipeline and clinical trials related materials requirements on the content, please refer to section 5.1.3 Disease Awareness Booths. 内容方面对于疾病相关、在研产品和临床试验相关资料的要求，请查阅第 5.1.3 疾病认知展台。
Contract **协议**	• The booth must be part of the congress participation options which are made available by the congress organizer. 展台必须是大会主办方提供的大会参与选项之一。 • Contract for the booth space with the congress organizer (HCO) or the appointed by the congress organizer agency is generally required. 一般需要与大会主办方（HCO）或大会主办方指定的代理商签订协议。 • Please refer to section 5.1 – Contract requirements for sponsorship of a 3rd party event/congress. • 请参阅第 5.1 节-赞助第三方活动/大会的合同要求。
Expenses Classification **费用分类**	• In principle, related line of the initiating function i.e., Medical as non-promotional expenses. 原则上，作为非推广费用计入发起部门，即医学部。 • The overall Medical booth congress fee can be paid by Marketing if the entire sponsorship is paid by Marketing and can follow the accounting classification of the rest of sponsorship elements by Marketing. However, specific expenses related to the booth (e.g., materials, equipment, etc. must be funded by Medical).

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	医学展台会议整体费用可由市场部支付，只要整个赞助项目是由市场部支付，并可遵守市场部对其余赞助部分的会计分类。但是，与展台相关的具体费用(如材料、设备等)必须由医学部资助。 • Must be classified as non-promotional expenses in accordance with the Business Controller's Handbook. 必须根据《财务控制手册》计为非推广费用。
Key Performance Indicators (KPIs) **关键绩效指标（KPI）**	Appropriate KPIs may include: 适当的关键绩效指标可能包括： - Requester's satisfaction on the quality and appropriateness of scientific/medical information of the answers provided. 请求者对所提供答案的科学/医学信息的质量和适当性的满意度。 Inappropriate KPIs include, but are not limited to: 不适当的关键绩效指标包括但不限于： - Return on investment in terms of sales. 销售投资回报率； - Sales/market share increase. 销售/市场份额增加； - Increase in licensed or unlicensed product awareness. 对经许可的或未经许可的产品的认知提高。

4.1.3 Disease Awareness Booths 疾病认知展台

Definition **定义**	• They are non-promotional booths at display areas at congresses/events organized by third parties. 疾病认知展台是在第三方主办的活动/会议的展示区展示的非推广性展台。 • They focus on the disease area and related unmet educational needs. 疾病认知展台聚焦于疾病领域、相关的尚未得到满足的教育需求。 • They may include general corporate information and appropriate limited and information on Mayoly Pipeline or Clinical Trial Information subject to stricter laws and regulations. 该类展台可以包含企业综合信息，以及有关迈优力在研产品或临床试验信息的适当、有限的事实性信息。 • They must be separate from Promotional Booths (e.g., wall or other physical separation that does not allow any information of one booth to be seen from the other booth) but can be in the same area as a Medical Booth if the two booth areas are visually distinct. 必须与推广展台明确分离（如隔墙或其他实物隔离，不允许从一个展台看到另一个展台的任何信息），但是只要两个展台区域在视觉上是不同的，它们可以与医学展台位于同一区域。
Content **内容**	• Non-promotional booth panels and materials can become available on this booth. 此类展台可提供非推广展台展板和资料。 • The content must be non-promotional objective, fair, balanced, and current and: 内容必须是非推广性的、客观的、公正的、平衡的和最新的，并且: - can refer to treatment options or therapeutic classes, but only as part of the disease information (and never as unrelated, independent information), only as a minor part of the

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	presentation and must cover both prescription and non-prescription options as well as lifestyle changes. 可提及治疗方案或治疗类别，但仅作为疾病信息的一部分(绝不作为无关的独立信息)，仅作为展示的一小部分，必须涵盖处方和非处方方案以及生活方式的改变； - must not be construed as disguised promotion (e.g., not focus only on aspects of the disease that correspond to a unique characteristic of a Mayoly product). 不得被解释为变相推广(例如，不会仅仅关注与迈优力产品独特特征相对应的疾病方面)； - must not be used to prepare the market for launch by creating awareness directed to an unapproved Mayoly product or indication. 不得通过提高对未经批准的迈优力产品或适应症的认知来为上市做准备。 • If Mayoly has the only product to treat the condition, the scope of the messaging should be enlarged to include other side elements of the disease. 如果迈优力有治疗这种疾病的唯一产品，则应扩大信息传递的范围，以包括疾病的其他方面。 • The information which appears, and the materials used at disease awareness booths must fulfill the Host Country requirements. 疾病认知展台中显示的信息和所用资料必须符合东道国的要求。 • The disease awareness booth must not be used to solicit questions on Mayoly approved or investigational products. 疾病认知展台不得用于对迈优力已经获得批准或正在研究中的产品征求问题。 • Any request for off-label information must be referred to the Medical Booth for response or in the absence of it, requests on off-label information must be documented using the Medical Information Form and directed to the Medical Information department of the Home Country of the enquirer. 有关超适应症信息的请求必须推荐至医学展台以供回复，如果没有此类展台，有关超适应症信息的请求必须使用《医学信息表》加以记录，并推荐至咨询人执业地所在国的医学信息部门。
Initiator & Mayoly Staff **发起人&迈优力员工**	• May be initiated, conducted, and staffed by Medical, Marketing Team of Hospital BU or Commercial and Market Access Departments. 仅可由医学、医院事业部的市场团队和商务及市场准入部门发起、执行或于该类展台工作。 • In the pre-launch phase, Marketing is not allowed to organize/staff Disease Awareness Booths. 在上市准备阶段，不允许市场部主办疾病认知展台或为展台安排人员。 • All personnel staffing the booth must be appropriately trained to respond to questions on Mayoly products and therapeutic areas. 于疾病认知展台工作的人员必须经过适当培训，以对迈优力产品和治疗领域的问题提供回复。 • The number of Mayoly staff in the booth shall be reasonable and proportionate to the size of the booth.

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	迈优力员工在展台的数量应合理，并与展台的大小成比例。
Audience **受众**	• Congress participants excluding public, patients, and journalists. 大会与会人员，不包括普通公众、患者和新闻记者。 • The booth staff must always ensure that the requestor is an HCP. 展台工作人员必须始终确保咨询人为 HCP。 • Should the requestor from the public or a journalist, the person must be re-directed to Corporate Communications. 如果咨询人是患者、普通公众或新闻记者，必须推荐该人员接洽企业传播团队。 • Should the enquirer be a patient or a patient organization's representative, the person must be re-directed to the Mayoly Medical Booth or in the absence of it, the Medical Information process must be followed. 如果咨询人是患者或患者组织代表，必须推荐该人员接洽迈优力医学展台，或者如果没有此类展台，则必须遵循医学信息流程以处理。 • Should the requestor be a government regulatory representative or other regulatory authority and the enquiry relates to regulatory matters, re-direct the enquirer or the enquiry to Government Affairs. 如果请求者为政府监管部门代表或者其他监管部门官员，且该请求与政府事务相关，须将问题转至政府事务部。
Hospitality **招待**	• Minor hospitality limited to soft drinks, water, juices, coffee, light snacks may be provided if it is not branded (Mayoly or product logo), inexpensive and in a format to allow immediate consumption (no takeaway). 只有在符合以下条件时，方可提供简单招待，仅限于软饮料、水、果汁、咖啡、点心：无品牌（迈优力或产品标识）；价格低廉；其形式须为即食（不得外带）。 • Entertainment (e.g., fruit cocktail shows, baristas demonstrations, etc.) is not permitted. 娱乐(例如，水果鸡尾酒会、咖啡师演示等)是不允许的。
Materials **资料**	• Disease related non-promotional materials which do not focus on Mayoly's investigational or approved products and/or indications or do not focus solely on the key attributes of Mayoly's investigational or approved products. 疾病相关非推广资料，并非聚焦于迈优力正在研究中或已经获得批准的产品和/或适应症，或并非仅仅聚焦于迈优力正在研究中或已经获得批准的产品的关键特性。 • References to brand names or other branding elements are prohibited including product brand colors, logo, schemes etc. Colors radically different from the brand colors must be used. 严禁引用品牌名或其他品牌要素，包括产品品牌颜色、标志、主题等。必须使用与品牌颜色存在极大差异的颜色。 • All relevant therapeutic classes must be equally presented in a fair, balanced, and objective manner. 所有相关治疗类别必须以公正、平衡、客观的方式同等展示。 • Only groups of treatment are listed without specifying molecules, products, or brands; unless molecules names are allowed in the relevant jurisdiction and all available molecules are mentioned.

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	仅列出治疗组，不指明化学名、产品或品牌；除非相关管辖区允许使用化学名，并且提到了所有可用的化学名。 • All relevant groups of treatment for the disease are included with the same prominence in the same degree for the disease to which the section where this information is found relates. 该疾病的所有相关治疗组均以相同的突出度包括在该信息所在章节所涉及的疾病中。 • Disease awareness campaign information: This is non-promotional information providing basic information about ongoing or planned projects. Rules on disease related non-promotional materials described above apply. 疾病认知活动信息：属于非推广、提供有关正在进行中或计划项目的基本信息。适用针对上述与疾病相关的非推广资料的法规。 • Off-label information is strictly prohibited to be included in a Disease Awareness Booth except for limited information provided on Mayoly Pipeline and ongoing Clinical Trials for recruitment purposes: 超适应症信息严禁包含在疾病认知展台中，但有关迈优力在研产品和正在进行中的以招募为目的的临床试验的有限信息例外： • Pipeline and Clinical Trials information must be either publicly available or authorized for use by R&D Department in writing. 在研产品和临床试验信息必须公开可获得或由仅可以通过研发部门书面授权使用。 o Pipeline Materials may be made available at the booth (incl. brochures/handouts). They must include limited information on the Mayoly entire portfolio in this therapeutic area. They must not focus on one product or indication and must not include safety or efficacy claims. 在研产品资料可在展台提供（包括宣传册/传单）。必须包含有关迈优力在这个治疗领域中整体产品组合的有限信息。不得聚焦于一种产品或适应症，也不得包含安全性或疗效的表述。 o Clinical Trial Information may be included on the booth panels only (no handouts/brochures) and must be limited to clinical trial name, endpoints, status of recruitment, generic molecule name. No trial results or efficacy or safety claims may be included. 临床试验信息只可包含在展台展板中（不得包含在传单/宣传册中），而且仅限于临床试验名称、终点、招募状态、通用化学名。不得包含试验结果或疗效或安全性的表述。 • With regards to the content of the disease related materials (i.e., if molecule names are allowed), whether pipeline materials and clinical trial information can be included in the booth panels or not and if any other stricter rule may apply in the Host Country, the Initiator of the Disease Awareness Booth must always check with the Host Country before organizing such an activity. 对于疾病相关资料的内容（如是否允许提及化学名）、在研产品资料和临床试验信息是否允许包含在展台展板中以及可能适用于东道国的其他更严格的法规，疾病认知展台的发起人必须始终与东道国进行核对之后方可主办此类活动。 • The materials used at disease awareness booth must be reviewed and approved in accordance with the applicable Non-Promotional Materials SOPs for this type of materials, where applicable.

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	疾病认知展台使用的资料必须经过与该类资料相关的非推广资料内部操作流程的审查和批准，如适用。
Contract **协议**	• The booth must be part of the congress participation options which are made available by the congress organizer. 展台必须是大会主办方提供的大会参与选项之一。 • Contract for the booth space with the congress organizer (HCO) or the agency appointed by the congress organizer is generally required. 一般而言，需要与大会主办方（HCO）或大会主办方指定的代理商签订协议。 • Please refer to section 5.1 – Contract requirements for sponsorship of a 3rd party event/congress. 请参阅第 5.1 节-赞助第三方活动/大会的合同要求。
Expenses Classification **费用分类**	• Non-promotional expense in accordance with the Business Controller's Handbook. 根据《财务控制手册》计为非推广费用。 • Overall disease awareness booth congress fee can be paid by Marketing if the entire sponsorship is paid by Marketing and can follow the accounting classification of the rest of sponsorship elements by Marketing. 疾病认知展台会议全部费用可以由市场部支付，只要赞助项目整体上是由市场部支付，并可遵守市场部对其余赞助部分的会计分类。
Key Performance Indicators (KPIs) **关键绩效指标（KPI）**	Appropriate KPIs may include: 适当的关键绩效指标可能包括： - Increase in awareness of all disease-related messages in the booth 提高对展台上所有疾病相关信息的认知 - Increase in number of patients treated with all available treatments (increase in diagnosis rates) 所有可用治疗方式治疗的患者数量增加（诊断率增加） - Expansion of the total market volume (not by product) 整个市场容量的扩大（不是按产品） Inappropriate KPIs include, but are not limited to: 不适当的关键绩效指标包括但不限于： - Return on investment in terms of sales 销售投资回报率 - Sales /market share increase 销售/市场份额增加 - Increase in awareness only of messages that correspond to unique characteristics of Mayoly product 仅提高对迈优力产品独特特性相关信息的认知 - Increase in licensed or unlicensed product awareness 对经许可的或未经许可的产品的认知度的提高

4.1.4 Corporate Information Booths 企业信息展台

Definition **定义**	• They are booths displaying general corporate information at display areas at congresses/events organized by third parties. 企业信息展台是在第三方主办的活动/会议的展示区展示的展台。

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Content **内容**	• Information and materials displayed or made available at corporate information booths must be company-specific and not product-related or disease-related. In addition, such information and materials must satisfy all applicable requirements of the Host Country. 在企业信息展台中展示的信息和资料必须是与公司相关的，与产品或疾病无关。另外，此类信息和资料必须符合东道国的相关要求。 • Any request for medical information must be referred to the Medical Booth for response or in the absence of it, requests on medical information must be documented using the Medical Information Form and directed to the Medical Information department of the Home Country of the enquirer. 有关医学的请求必须转至医学展台以供回复，如果没有此类展台，有关超适应症信息的请求必须使用《医学信息表》加以记录，并转至咨询人执业地所在国的医学信息部门。
Initiator & Mayoly Staff **发起人&迈优力员工**	• Communications or any other function can initiate and conduct a Corporate Information Booth, except for Promotion Team of Hospital BU. 企业传播团队或者其他部门（不包括医院事业部的推广团队）可以发起并执行企业信息展台。 • Any Mayoly employee, except Promotion Team of Hospital BU, can be part of the official staff of the booth if they are appropriately trained and qualified to discuss about corporate information and what is permissible as an activity within this type of booth. 除了医院事业部的推广团队外，任何迈优力员工都可以作为企业信息展台工作人员，只要其已接受适当培训，并且能够胜任讨论企业信息及其他在企业信息展台中被允许的行为。 • Number of Mayoly staff in the booth shall be reasonable and proportionate to the size of the booth. 迈优力员工在展台的数量应合理，并与展台的大小成比例。
Audience **受众**	• Congress participants which may include the public, patients or media representatives. 大会与会人员，可能包括普通公众，患者和媒体代表。 • Should the requestor be a government regulatory representative or other regulatory authority and the enquiry relates to regulatory matters, re-direct the enquirer or the enquiry to Government Affairs. 如果请求者为政府监管部门代表或者其他监管部门官员，且该请求与政府事务相关，须推荐其向政府事务部咨询。 • Should the requestor be a journalist/media representative, the question can only be responded if the booth is organized and staffed by Corporate Communication employees. Otherwise, the question must be re-directed to Corporate Communications. 如果请求来自于记者/媒体代表，则仅在该展台由企业传播部门人员组织并在现场工作时方可回应该请求。否则，该问题必须被推荐至企业传播团队。
Hospitality **招待**	• Minor hospitality limited to soft drinks, water, juices, coffee, light snacks may be provided if it is not branded (Mayoly or product logo), inexpensive and in a format to allow immediate consumption (no takeaway). 只有在符合以下条件时，方可提供简单招待，仅限于软饮料、水、果汁、咖啡、点心：无品牌（迈优力或产品标识）；价格低廉；其形式须为即食（不得外带）。

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	• Entertainment (e.g., fruit cocktail shows, baristas demonstrations, etc.) is not permitted. 娱乐(例如，水果鸡尾酒会、咖啡师演示等)是不允许的。
Materials **资料**	• **Corporate Information** (e.g., annual Mayoly report) can be made available only after they are approved by the Corporate Communications department. 企业信息（如迈优力年报）只可在企业传播团队批准后方可提供。 • Disease Awareness Materials (for corporate booths at congresses directed to patients). 疾病认知材料（用于针对患者的大会的企业展台）。 • Limited information provided on **Mayoly Pipeline may be provided if** **在满足以下条件时，可以提供关于迈优力在研产品**的有限的信息： - Pipeline must be either publicly available or authorized for use by R&D Department in writing. 在研产品和临床试验信息必须公开可获得或由研发部门书面授权使用。 - Pipeline information can become available at the booth (incl. brochures/handouts) only as part of general corporate information materials. They must include limited information on the Mayoly entire portfolio in this therapeutic area. They must not focus on one product or indication and must not include safety or efficacy data. 在研产品资料可在展台提供（包括宣传册/传单）。必须包含有关迈优力在这个治疗领域中整体产品组合的有限信息。不得聚焦于一种产品或适应症，也不得包含安全性或疗效的数据。 • The materials used at corporate information booth must be reviewed and approved in accordance with the applicable Non-Promotional Material SOPs for this type of materials, where applicable. 企业信息展台使用的资料必须经与该类资料相关的、适用的非推广资料内部操作流程的审查和批准。
Contract **协议**	• The booth must be part of the congress participation options which are made available by the congress organizer. 展台必须是大会主办方提供的大会参与选项之一。 • Contract for the booth space with the congress organizer (HCO) or the appointed by the congress organizer agency is generally required. 一般而言，需要与大会主办方（HCO）或大会主办方指定的代理商签订协议。 • Please refer to section 5.1 – Contract requirements for sponsorship of a 3rd party event/congress 请参阅第 5.1 节-赞助第三方活动/大会的合同要求。
Expenses Classification **费用分类**	• Non-promotional expense in accordance with the Business Controller's Handbook. 根据《财务控制手册》计为非推广费用。 • The overall Corporate information booth congress fees can be paid by Marketing if the entire sponsorship is paid by Marketing and can follow the accounting classification of the rest of sponsorship elements by Marketing. 企业信息展台的会议全部费用可以由市场部支付，只要赞助项目整体上是由市场部支付，并可遵守市场部对其余赞助部分的会计分类。
Key Performance	Appropriate KPIs may include: 适当的关键绩效指标可能包括：

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Indicators (KPIs) **关键绩效指标（KPI）**	- Increase in awareness of corporate messages in the booth (except for Pipeline information) 提高对展台内企业信息的了解（在研产品信息除外） - Increase in positive image/awareness of Mayoly as a corporation and of Mayoly's corporate activities displayed 迈优力公司和迈优力公司活动的正面形象/认知度提高 Inappropriate KPIs include, but are not limited to: 不适当的关键绩效指标包括但不限于： - Return on investment in terms of sales 销售投资回报率 - Sales /market share increase 销售/市场份额增加 - Increase in licensed or unlicensed product awareness/Pipeline information. 对经许可的或未经许可的产品的认知/在研产品认知度的提高。

4.1.5 Non-Promotional Satellite Symposia 非推广性卫星会

Definition **定义**	• Non-promotional meetings initiated by Medical Affairs, in the context of an international or major national congress for educational purposes, under the control of the scientific committee of the congress. 非推广性卫星会是由医学事务主办，隶属于某项国际性或大型全国性会议的正式项目的，以教育为目的且由大会的科学委员会所控制的非推广性会议。 • These symposia: 此类会议： o can focus on the disease, science, current and evolving landscape of a therapeutic area. 可以聚焦于疾病、科学、治疗领域的进展； o treatment developments, including discussions about ongoing clinical trials, new clinical trial results or products or indications in development. or 治疗进展，包括关于正在进行的临床试验、新的临床试验结果或正在开发的产品或适应症的讨论。或者 o can remain within the approved label retaining its non-promotional substance and tone. 可以保持于批准的适应症范围内，在表面和实质上均为非推广性。 • The Initiator of the activity must always check whether such an activity is allowed in the context of congresses in the Host Country or stricter rules apply (e.g., US). See Country Profile. 活动发起人必须始终确认此类活动在东道国举办的大会情况下是否允许或是否适用更严格的法规（例如美国）。请参见《各国概况》。
Content **内容**	• The content of this meeting is strictly non-promotional in tone and in substance. 会议内容在表面和实质上均为严格非推广性。 • Information not yet approved on a product or indication or other off-label information can be discussed. This proactive communication of unlicensed data is allowed in the context of scientific exchange at reputable

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	international and major national congresses only (i.e., the biggest yearly congress on a therapeutic area) but must not represent the main focus of the agenda. 可讨论对某种产品或适应症尚未获得批准的信息或其他超适应症信息。仅在著名的国际性和大型全国性会议（例如某个治疗领域规模最大的年度大会）的科学交流背景下，允许就未获得许可的数据进行主动沟通，但是该类信息的讨论不得成为日程上的重点。 • The presentations must be fair, balanced and objective. 演示必须公正、平衡、客观。 • Conclusions on the efficacy and safety of a product or indication not yet approved or other off-label data must not be made. 不得对尚未获得批准的产品或适应症的疗效和安全性或其他超适应症数据做出结论。 • Factual presentation of the ongoing developments (e.g., studies) may be made and include for example: 可就正在进行中的研发（如研究）进行事实性演示，例如： a) Design of the study, primary and secondary endpoints, duration 研究设计、主要和次要研究终点、持续时间 b) Patient population and number of patients enrolled 患者群体和参加的患者人数 c) Results of the trial and statistical significance of the results 试验结果与结果的统计意义 d) Overview of the safety data (description of the adverse events) 安全性数据概述（不良事件描述）
Initiator & Mayoly Staff **发起人&迈优力员工**	• Medical only. Mayoly employees from other functions may passively attend. Only Medical may intervene during the satellite symposium. 只得由医学部发起。来自其他职能部门的员工只得被动参与。在卫星会期间，仅医学部可以干预。 • For discussions about unlicensed products or indications, senior R&D Mayoly employees who were key to the development program or the data generation may be speakers, but it is preferable that the speaker is an investigator in the clinical trial. Speakers must disclose to the audience their relationship with Mayoly. This obligation must also be included in the relevant speaker contract. 对于有关未获得许可的产品或适应症的讨论，作为开发项目或数据生成关键人物的迈优力高级研发人员可担任讲者，但讲者最好是临床试验的研究人员。讲者必须向听众披露他们与迈优力的关系。该义务也必须包含在相关的讲者合同中。 • Mayoly employees from other functions may passively attend for their education only. 其他职能部门的迈优力员工仅可被动地接受培训。
Audience **受众**	Congress participants. 大会与会人员。

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Materials **资料**	• Non-promotional materials. 非推广资料。 • Promotional claims are not allowed. 不得包含推广性表述。 • No product brand elements are permitted (colors, typographical format, font, graphic symbols/artwork, any other element used in product branding). 大会上不允许出现产品品牌元素(颜色、印刷格式、字体、图形符号/插图、产品品牌中使用的任何其他元素)。 • Molecule names can be used. 可以使用化学名。 • Materials must be reviewed and approved in accordance with applicable Non-Promotional Materials SOPs. 所用资料必须根据适用的非推广资料标准操作流程加以审核并获得批准。 • The presentations of speakers or a summary of them (abstracts book) and/or notes pages with speakers' biographies may be provided to the attendees during the satellite symposium. After the satellite symposium, a copy of the presentations made may be sent through the Medical Information process upon an unsolicited request. In all the above cases, a disclaimer must always be added specifying the context and the date that these materials were presented. 卫星会期间，讲者的演示、内容提要（摘要手册）和/或备注页以及讲者简历可提供给参加者。在卫星会之后，演示的副本可作为主动请求的回复通过医学信息流程发送。在上述所有情形下，必须附加免责声明，并说明这些资料演示的背景和日期。 • Information on satellite symposia can be provided in the format of a flyer which includes the title of the symposium, the date, time and place and agenda of the symposium including the name and title of speakers and title of the presentations. The flyers must not have any product branding element (e.g., colors, logos, schemes etc.) 用于卫星会的信息可以传单的形式提供，包括卫星会的名称、日期、地点以及注明讲者名称和职位以及演讲标题的卫星会日程。传单不得包含任何产品品牌元素，例如品牌颜色、标志、设计主题等。 • Information on satellite symposia (e.g., through flyers) may become available as follows subject to stricter countries requirements: 有关卫星会的信息（例如通过传单）可通过以下方式提供，但须遵守更严格的当地要求： - Can be given or sent when requested by the HCPs but must not be given or sent proactively by Mayoly. 可在 HCP 请求时提供或发送，但不得由迈优力主动提供或发送。 - Can be sent (incl. via e-mail) by the congress organizer to congress participants as part of the official program of the congress or separately if it is provided as a service within the official congress sponsorship package by the congress organizer (and not negotiated as a service for Mayoly only). 可由大会主办方作为大会的正式项目内容向大会参加者发送（包括通过电子邮件）或单独发送，只要其作为大会主办方的正式大会赞助组合内的服务而提供（并非作为迈优力独享的一项服务）。

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	- Can be displayed in the official website of the congress either as part of the official program or in a section of the website which is dedicated to information on satellite symposia or in a congress website page dedicated to sponsor related information. 可在大会的官方网站中展示，作为正式项目的一部分，或包含在专用于卫星会信息的网站栏目中或专用于赞助商相关信息的大会网站页面。 - Can be inserted in the participants official congress pack by the congress organizer. 可由大会主办方放置于大会参加者的官方资料包。 - Can be proactively displayed (e.g., through panels or flyers) at the other booths if it includes date, time, title of the satellite symposium, speaker names/titles and titles of speaker presentations. No further information (e.g., detailed content of the symposium or materials presented at the symposium) can be made available. 可在其他展台中主动展示（如，通过展板或者传单），只要其中包含卫星会的日期、时间、标题及讲者姓名/职位以及讲者演讲内容标题。不得提供其他信息，如卫星会的内容细节或者在卫星会上展示的资料等。 - Can be displayed in an officially designated by the congress organizer space for the satellite symposia. 可在大会主办方为卫星会正式指定的场地展示。
Contract **协议**	• The slot for satellite symposia must be part of the congress participation options which are made available by the congress organizer. 卫星会的席位必须包含在大会主办方提供的大会参与选项内。 • Contract for the slot with the congress organizer (HCO) or the appointed by the congress organizer agency is required. 需要与大会主办方（HCO）或大会主办方指定的代理商签订展位使用协议。 • Contracts with external speakers are required. 需要与外部讲者签订服务协议。
Expenses Classification **费用分类**	• In principle, product related line of the initiating function i.e., Medical as non-promotional expenses. 原则上，作为非推广费用计入发起部门，即医学部。 • The overall Satellite symposium slot congress fee can be paid by Marketing if the entire sponsorship is paid by Marketing and can follow the accounting classification of the rest of sponsorship elements by Marketing. 卫星会席位的整体费用可以由市场部支付，只要赞助项目整体上是由市场部支付，并可遵守市场部对其余赞助部分的会计分类。 • Nevertheless, the speaker honoraria fees and all content production must be accounted under related line of the initiating function i.e., Medical and must be classified as non-promotional expenses in accordance with the Business Controller's Handbook. 然而，讲者的酬劳和所有内容制作必须计入发起部门，即医学部，且必须根据《财务控制手册》被分类为非推广费用。

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Key Performance Indicators (KPIs) **关键绩效指标（KPI）**	Appropriate KPIs for these symposia may include: 适用于此类卫星会的关键绩效指标可能包括： - audience satisfaction in quality and appropriateness of content and logistics 受众对内容的质量和适当性以及后勤满意度 - number of attendees as percentage of total congress attendees 与会者人数占大会与会者总数的百分比 - increase in knowledge of the overall scientific content in the event (but not expressed as product knowledge increase). 活动中整体科学内容的知识增加(但不表示为产品知识的增加) Inappropriate KPIs include, but are not limited to: 不适当的关键绩效指标包括但不限于： - return on investment in terms of sales 销售投资回报率 - sales /market share increase 销售/市场份额增加 - increase in licensed or unlicensed product awareness 对经许可的或未经许可的产品的认知度的提高

4.1.6 Promotional Satellite Symposia 推广性卫星会

Definition **定义**	• Promotional meetings initiated by Marketing Team of Hospital BU in the context of a national congress. 由医院事业部的市场团队主办，属于国家级会议的推广性会议。 • They focus on product-related on-label information. 聚集于产品相关经批准的适应症信息。 • The Initiator of the activity must always check whether such an activity is allowed in the context of congresses in the Host Country or if stricter rules apply. 活动发起人必须始终确认此类活动在东道国举办的大会情况下是否允许或是否适用更严格的法规。
Content **内容**	• The content of this meeting can be promotional in tone and in substance (e.g. include product branding). 会议内容在表面和实质上均可为推广性的（如包括产品品牌）。 • Information not yet approved on a product or indication or other off-label information cannot be displayed or discussed. 不可展示或讨论对某种产品或适应症尚未获得批准的信息或其他超适应症信息。 • All requirements for Mayoly Organized Promotional Meetings apply. 适用迈优力主办的推广会议的所有要求。
Initiator & Mayoly Staff **发起人&迈优力员工**	Marketing Team of Hospital BU only. Mayoly employees from other functions may passively attend. 只得由医院事业部的市场团队发起。来自其他职能部门的员工只得被动参与。
Audience **受众**	Congress participants

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	大会与会人员
Materials **资料**	• The presentations of speakers or a summary of them (abstracts book) and/or notes pages with speakers' biographies may be provided to the attendees during the satellite symposium. 卫星会期间，讲者的演示材料、内容提要（摘要手册）和/或备注页以及讲者简历可提供给参加者。 • After the satellite symposium, a copy of the presentations made may be provided. A disclaimer must always be added specifying the context and the date that these materials were presented. 在卫星会之后，可提供演示材料的副本。必须在材料中附加免责声明，并说明这些资料演示的背景和日期。 • Materials must be reviewed and approved in accordance with applicable Promotional Materials SOPs. 所用资料必须根据适用的推广资料标准操作流程加以审核并获得批准。 • Information on promotional satellite symposia (e.g., through flyers) may become available as follows subject to stricter countries requirements: 有关推广性卫星会的信息（例如通过传单）可通过以下方式提供，但须遵守更严格的当地规定： - Can be given or sent proactively and reactively to HCPs by Marketing Team and Promotion Team of Hospital BU. 可以由医院事业部的市场团队和推广团队主动或被动提供给 HCP。 - Can be sent (incl. via e-mail) by the congress organizer to congress participants as part of the official program of the congress or separately if it is provided as a service within the official congress sponsorship package by the congress organizer. 可由大会主办方作为大会的正式项目内容向大会参加者发送（包括通过电子邮件）或单独发送，只要作为大会主办方的正式大会赞助组合内的服务提供。 - Can be displayed on the official website of the congress either as part of the official program or in a section of the website which is dedicated to information on satellite symposia. 可在大会的官方网站中展示，作为正式项目的一部分，或包含在专用于卫星会信息的网站栏目中。 - Can be inserted in the participants' official congress pack by the congress organizer. 可由大会主办方放置于大会参加者的官方资料包。 - Must not be proactively displayed at Disease Awareness, Medical Booths or Corporate booths. 不得在疾病认知展台、医学展台或企业信息展台中主动展示。 - Can be displayed (e.g., through panels or flyers) in the Promotional Booth. 可在推广展台中展示（如，通过展板或者传单）。 - Can be displayed in an officially designated by the congress organizer space for satellite symposia. 可在大会主办方为卫星会正式指定的场地展示。

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Contract **协议**	• The slot for satellite symposia must be part of the congress participation options which are made available by the congress organizer. 卫星会的席位必须包含在大会主办方提供的大会参与选项内。 • Contract for the slot with the congress organizer (HCO) or the appointed by the congress organizer agency is required. 需要与大会主办方（HCO）或大会主办方指定的代理商签订席位使用协议。 • Contracts with external speakers are suggested. Speakers are suggested to disclose to the audience their relationship with Mayoly. 建议与外部讲者签订协议, 并且讲者向听众披露他们与迈优力的关系。
Expenses Classification **费用分类**	• Product related line of the Initiating function. 计入发起部门相关产品线费用。 • Promotional expense in accordance with the Business Controller's Handbook. 根据《财务控制手册》计为推广费用。
Key Performance Indicators (KPIs) **关键绩效指标** **(KPIs)**	Appropriate KPIs for these events may include: 适当的关键绩效指标可能包括： - return on investment in terms of sales (but not on individual audience participants or speakers) 销售投资回报率（但不针对个别听众或讲者） - sales/market share increase 销售/市场份额增加 - market penetration 市场渗透率 - audience satisfaction in quality and appropriateness of content and logistics 受众对内容的质量和适当性以及后勤的满意度 - number of attendees as percentage of total congress attendees 与会者人数占大会与会者总数的百分比 - other sales related indicators 其他销售相关指标 Inappropriate KPIs for these events include, but are not limited to: 不适当的关键绩效指标包括但不限于： - increase in awareness of unlicensed Mayoly products/indications 提高对未经许可的迈优力产品/适应症的认知

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4.2 Third-party Events/Congresses: Provides Participation Support to HCPs to Congresses/Third-party events 对 HCP 参加大会/第三方活动提供参会支持

Definition **定义**	• Where allowed by laws, regulations, and codes, Mayoly can provide participation support to HCPs to participate at congresses or other events (e.g., CME (Continuous Medical Education)) organized by third parties and have a solid and sound scientific program to enhance the scientific and medical knowledge. 如果法律、法规和规范允许，迈优力可对 HCP 参加第三方主办的活动或大会提供参会支持，例如，由第三方组织的继续医学教育和旨在加强科学和医疗专业知识的学术活动。 • Participation support includes genuine registration fees, accommodation, travel, and meals to facilitate the HCPs to attend a congress or a third-party event. 参会支持包括 HCP 参加大会或第三方活动的实际注册费、住宿、差旅和餐饮。 • There is no contractual or implied service to be provided to Mayoly by the HCP in exchange for the participation support and therefore there is no payment from Mayoly to the HCP. 由于不存在协约上的或隐形的由 HCP 为了获得参会支持提供给迈优力的服务，因此也不存在迈优力对 HCP 的支付。
Key Requirements **主要要求**	• The purpose of the participation support is only the enhancement of the scientific and medical knowledge or quality use of the medicines. 提供参会支持的目的仅为加强科学和医学专业知识或有效使用药物。 • The event must have a solid scientific agenda and be relevant to the Mayoly therapeutic area. 活动必须有实际的学术活动主题并且与迈优力治疗领域相关。 • The HCP must have an active role in the therapeutic area that the event focuses on i.e., the specialty of the HCP or the HCP's practice must be relevant to the disease area that the event focuses on. The HCP who received participation support must have relevant experience and/or qualifications to benefit from the therapeutic area content covered at the congress. HCP 必须在该治疗领域发挥积极的作用，即：活动针对 HCP 的专业领域，或者 HCP 的实践必与活动所关注的疾病治疗领域相关。接受参会支持的 HCP 必须具备相关的经验和/或资格，才能受益于大会涵盖的治疗领域内容。 • At international congresses only, it is permitted to provide participation support to HCPs to attend a congress which features content promoting a product or an indication not registered in the HCP country of practice. In this instance the invitation letter/ written agreement must contain: 仅在国际大会上才允许对 HCP 提供参会支持以便其参加旨在推广未在 HCP 执业国家注册的产品或适应症的大会。在这种情况下，邀请函/书面协议必须包含:

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	○ no mention, whether in writing or through branding elements, about the unregistered product or indication; and 不得以书面形式或通过品牌元素提及未注册的产品或适应症；和 ○ an explanatory statement indicating that registration conditions may differ internationally. 表明注册条件在国际上可能不同的解释性声明。 • The selection of HCPs to be sponsored must be based on documented selection criteria that are medical and scientific related. Please refer to Appendix C "Provide Participation Support to HCP to Congresses/Third-party events selection criteria example". 待赞助的 HCP 的选择必须基于与医学和科学相关的记录在案的选择标准。请参阅*附录 C：为 HCP 提供参会支持选择标准示例*。 • The participation support must not be provided as an inducement or as reward for prescribing, supplying, recommending Mayoly products or inappropriately influencing any decisions related to Mayoly products or business or based upon ROI analysis. 参会支持的提供不得成为处方、供应、推荐迈优力产品的诱导或奖励；或者不恰当地影响任何与迈优力产品或业务有关的决策；亦不得基于投资回报率分析作决定。 • The selection of the HCPs who receive participation support must not be used to incentive or reward prescriptions and as a result the selection criteria cannot include an HCP's prescriptions or number of patients on Mayoly products. 接受参会支持的 HCP 的选择不得用于激励或奖励处方，因此选择标准不能包括 HCP 的处方或使用迈优力产品的患者数量。 • HCP selection for provision of participation support is not a business opportunity to establish or improve relations with the HCPs, to network, create "engagement", advocacy, or preferential treatment. 提供参会支持的 HCP 的选择不是与 HCP 建立或改善关系、建立关系、创造聘用关系、对迈优力产品的倡导或优待。 • The number of Mayoly supported attendees must remain a minority and must not create the perception that it is a Mayoly-initiated event. 迈优力提供参会支持的与会者人数必须保持在少数，并且不得让人认为这是迈优力发起的活动。 • Partial participation support is not recommended. Registration fees shall always be included in the participation support, unless it can be proved that there is no registration fee required for participation to this event. In exceptional cases, and with a legitimate and documented justification, Mayoly may cover the registration fees only. 不建议仅提供部分参会支持。除非可以证明参加此次活动无需注册费外，否则必须包含注册费。在特殊情况下，且有合法和书面理由的情况下，迈优力可以只支付注册费。 • It is not allowed to provide participation support to Head or Deputy Head of Hospitals to attend third-party events. Participation is only allowed 2 times per year including support of individuals to attend third-party meetings or Mayoly meetings or partnerships for Head or Deputy Head of the pharmacy departments.

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	不得支持医院院长或副院长参加外部会议。对于医院药剂科主任、副主任，支持其参加外部会议以及邀请参加迈优力主办会议的总频率不得超过 1 年 2 次。
Initiator & Mayoly Staff **发起人 & 迈优力员工**	• Provision of participation support can be initiated by Marketing of Hospital BU, Hospital Affairs, Medical, Commercial & Market Access and or Public Affairs & Corporate Communication department. 对第三方活动的赞助可由医院事业部的市场团队、医院事务团队、医学部、商务与市场准入部以及公共事务及企业传播部门发起。 • For sponsorship of HCPs to national and international congresses/third-party events, Promotion Team of Hospital BU can suggest HCPs to the office-based functions mentioned above. HCP selection shall be performed by Marketing team of Hospital BU, Medical or Market Access based on established educational selection criteria. 对于为 HCP 参加全国和国际大会/第三方活动提供参会支持，医院事业部推广团队可以向上述办公室职能部门建议 HCP。HCP 的选择可以由医院事业部的市场团队、医学部或市场准入团队基于教育相关的选择标准确定。 • For provision of participation support to HCPs to regional and local congresses/third-party events, it must be clarified at country level whether Promotion Team of Hospital BU, based on educational selection criteria, can invite HCPs using the budget of Promotion Team of Hospital BU. 对于为 HCP 参加区域和地方大会/第三方活动提供参会支持，必须在分公司所在国级别规定，医院事业部的推广团队是否可以根据教育相关的选拔标准使用推广团队的预算邀请 HCP。
Arrangements & Reimbursement **安排和报销**	• All travel arrangements including registration fees, accommodation and travel must be made centrally by Mayoly unless otherwise required by the local regulations. 所有差旅安排（包括注册费、住宿费和差旅费）必须由迈优力集中安排，除非当地法规另有规定。 • Mayoly must pay registration fees directly to the congress organizer. 迈优力必须直接向大会主办方支付注册费。 • Mayoly must directly organize and pay for the reasonable travel expenses directly related to the congress (registration fees, airfare, ground transportation, hotel, and meals) and necessary to participate to the congress. For reimbursement of out-of-pocket expense please refer to CN-SOP-003 Activity Review and Approval SOP. 迈优力必须直接组织并支付与大会直接相关的合理差旅费(注册费、机票、地面交通、酒店和餐饮) 以及参加大会所需的费用。对于现付费用的支付请参阅《CN-SOP-003 活动审核与批准 SOP》。
Other Requirements **其他要求**	• For requirements on accommodation travel and other expenses, please refer to the section on Hospitality. 有关住宿差旅费和其他费用的要求，请参阅“招待”部分。
Contract **协议**	• Invitation letters must be as a minimum provided to the HCPs. 必须至少向 HCP 提供邀请函。
Expenses Classification **费用分类**	• Related budget line of the Initiating function. 计入发起部门相关预算。

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	• Promotional or non-promotional expense depending on the initiating function. 根据发起部门记为推广或非推广费用。
Key Performance Indicators (KPIs) **关键绩效指标（KPI）**	Appropriate Key Performance Indicators may include: 适当的关键绩效指标可能包括： - Increased education of the supported HCP on all science/information they have been exposed to at the event (with no focus on specific products). 对接受参会支持的 HCP 在其参与的活动中接触到的所有科学/信息的教育的提高（不关注具体产品）。 Inappropriate KPIs include, but are not limited to: 不适当的关键绩效指标包括但不限于： - Return on investment in terms of sales (e.g., supported HCP increase in prescriptions). 销售投资回报率（例如接受参会支持的 HCP 所开具处方的增加）。 - Increase in the supported HCP's engagement or loyalty to Mayoly. 接受参会支持的 HCP 对迈优力的投入度和忠诚度提高。 - Increase in individual product awareness. 对单个产品认知提高。 - Sales/market share increase. 销售/市场份额增加。

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5. Mayoly Meetings 迈优力会议

For Medical and Hospital BU Initiated meetings, see section 8 “Field Activities”.
关于医学部和医院事业部推广团队发起的会议，请参阅第 8 节“外勤活动”。

5.1 Promotional Standalone 推广性主题会

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Definition **定义**	• A promotional meeting organized and controlled by Mayoly for the purpose of on-label discussions and promotion of Mayoly products. 由迈优力主办并控制的推广性会议，其目的是对迈优力产品开展经批准的适应症讨论和推广。 • In case that the meeting is addressed to attendees from various countries, the meeting must remain on-label for all invited HCPs. 如果会议是针对来自不同国家的与会者，则会议对所有受邀的 HCP 必须仍然是针对经批准的适应症。 • Promotion is only allowed following marketing authorization or, in some countries, price and reimbursement. Please refer to the Country Profile for country requirements. 只有在产品得到上市许可或者在某些国家其价格/报销等相关方面得到许可后方可开展推广。请参阅《各国概况》了解更严格的当地要求。
Content **内容**	• The content (e.g., presentations and materials used) must be strictly on-label for the Host Country and for all participating HCPs' Home Countries. No off-label related materials can be presented, or discussion can be made. 此类会议的内容（如演示与所用资料）必须为东道国和所有与会的 HCP 执业地所在国已批准的适应症信息。不可展示超适应症相关资料或开展超适应症相关讨论。 • Unsolicited off-label questions must not be answered during the meeting and must be referred to the Medical Information department for response as per the applicable Medical Information process. 在会议期间，不得回答对方主动提出的超适应症问题，而应根据适用的医学信息流程，推荐对方向医学部寻求回复。
Forms of Promotional Standalone **推广性主题会的形式**	• Can be virtual, face-to-face or hybrid form. 可以是虚拟的，面对面的或者混合的形式。 • For specific setting of each type of meetings including speaker, attendee, hospitality etc. please refer to the Appendix A: Event Type and Requirements. 针对推广性主题会的相关要求，包括讲者、参会人、招待等，请参见附录 A：活动类型及相关要求。
Initiator & Mayoly Staff **发起人 & 迈优力员工**	• May be initiated and conducted by Promotion Team, Marketing Team or Hospital Affairs Team of Hospital BU with the support of other functions including Medical, or Commercial & Market Access Dept. 可由医院事业部的推广团队，市场团队或医院事务团队发起并执行，由其他职能部门提供支持，包括医学、市场准入部门。
Audience **受众**	• HCPs only. It is permitted to invite HCPs to attend this meeting if the content is on-label for the HCPs' Home Country, i.e., the product and indications discussed are approved in the countries where all participating HCPs practice. 仅 HCP。允许邀请 HCP 参与此类会议，只要对其执业地所在国而言该会议的内容是针对经批准的适应症信息的，即，该产品和其适应症在所有与会 HCP 执业国家已经过批准。 • The attendees (including HCP Speakers) must not come from the same department of one hospital. 主题会的参会人（包括讲者）不得来自于单家医院的同一个科室。

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Materials **资料**	• The materials used (e.g., presentations, invitations etc.) must be reviewed and approved in accordance with the applicable Promotional Materials SOPs including the applicable SOP in the Host Country. 使用的资料（如演示资料、邀请等。）必须根据适用的推广资料标准操作流程（包括东道国适用的标准操作流程）进行审查和批准。 • All materials must be on-label. Branding elements such as brand logo and colors are permitted. 所有资料必须为经批准的适应症信息。允许使用品牌标志和颜色等品牌要素。
Contract **协议**	• Contracts with external speakers are required. 需要与外部讲者签订协议。 • Contract or PO with event management/travel agencies for the logistical aspects of the meeting. 与会务公司/旅行社就会议的后勤工作签订协议或采购订单。
Expenses Classification **费用分类**	• Product related line of the Initiating function. 计入发起部门相关产品线费用。 • Promotional expense in accordance with the Business Controller's Handbook. 根据《财务控制手册》计为推广费用。
Key Performance Indicators (KPIs) **关键绩效指标（KPI）**	Appropriate KPIs for these events may include: 适当的关键绩效指标可能包括： - return on investment in terms of sales (but not on individual audience participants or speakers) 销售投资回报率（但不针对个别听众或讲者） - sales/market share increase 销售/市场份额增加 - market penetration 市场渗透率 - audience satisfaction in quality and appropriateness of content and logistics 受众对内容的质量和适当性以及后勤的满意度 - number of attendees as percentage of total invited attendees; and 与会者人数占受邀与会者总数的百分比；以及 - other sales related indicators 其他销售额相关指标 Inappropriate KPIs for these events include: 不适当的关键绩效指标包括： - Increase in awareness of unlicensed Mayoly products/indications 对未经许可的迈优力产品/适应症的认知提高

5.2 Hospital Department Meeting 医院科室会

Definition **定义**	They are promotional meetings held in the hospital/pharmacy, organized, and controlled by Mayoly for in-label discussions and promotion of Mayoly products. 在医院内举办、由迈优力主办并控制的推广会议，其目的是针对迈优力产品开展有关经批准的适应症的讨论。
Content **内容**	The content of this meeting e.g., presentations and materials used must be in-label for China. No off-label related discussion can be made.

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	此类会议的内容（例如演示材料和会议资料）必须为中国市场中已批准的适应症信息。不得在此类会议室开展超适应症相关讨论。 Topics such as Health Economics, Scientific topics or Health Policies can be discussed 可讨论卫生经济学、科学主题或卫生政策等主题。
Geographical Scope 地理范围	Within one hospital 同一家医院
Initiator & Mayoly Staff 发起人&迈优力员工	• Medical Representative 医药代表 • Hospital Affairs 医院事务团队 Note: Only when the position of the Medical Representative is vacant or when the Medical Representative is on long term leave, the District Manager in charge of this hospital can host Hospital Department Meetings under the condition that written approvals are obtained from Sales Force Excellence and Head of Hospital BU. 注：仅在医药代表空岗或长期休假的情况下，获得公司业务绩效部门、医院事业部负责人书面批准的前提下，可以由主管地区经理负责召开科室会。
Audience 受众	HCPs 医疗卫生专业人士
Materials 资料	• The materials used (e.g., presentations, invitations etc.) must be reviewed and approved in accordance with the applicable Promotional Materials SOPs including the applicable SOP in the Host Country. 使用的资料（如演示资料、邀请等。）必须根据适用的推广资料标准操作流程（包括东道国适用的标准操作流程）进行审查和批准。 • All materials must be on-label. Branding elements such as brand logo and colors are permitted. 所有资料必须为经批准的适应症信息。允许使用品牌标志和颜色等品牌要素。
Speaker 讲者	Mayoly staff is allowed as speaker. External speaker is allowed, but no speaker fee should be paid. 迈优力员工可作为讲者。外部讲者可以进行演讲，但是不得对其演讲支付讲课费。
Hospitality 招待	Refer to Appendix B Hospitality Standard and Requirements 参见附录 B：招待标准及相关要求
Contract 协议	Not applicable 不适用
Expenses Classification 费用分类	Product related line of the Initiating function. 计入发起部门相关产品线费用。 Promotional expense in accordance with the Business Controller's Handbook. Return on Investment can be calculated (ROI). 根据《财务控制手册》计为推广费用。可计算投资回报率。
Key Performance Indicators (KPIs)	Appropriate KPIs for these events may include: 适当的关键绩效指标可能包括： - return on investment in terms of sales (but not on individual audience participants or speakers)

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关键绩效指标（KPI）	销售投资回报率（但不针对个别听众或讲者） - sales/market share increase 销售/市场份额增加 - market penetration 市场渗透率 - audience satisfaction in quality and appropriateness of content and logistics 受众对内容的质量和适当性以及后勤的满意度 - number of attendees as percentage of total invited attendees; and 与会者人数占受邀与会者总数的百分比；以及 - other sales related indicators 其他销售额相关指标 Inappropriate KPIs for these events include: 不适当的关键绩效指标包括： - Increase in awareness of unlicensed Mayoly products/indications 对未经许可的迈优力产品/适应症的认知提高

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5.3 Scientific Exchange Meetings 科学交流会

Definition **定义**	• Non-promotional meetings organized and controlled by Mayoly for the purpose of non-promotional discussions about the disease, the science and fair and balanced treatment landscape information, depending on their set up. 科学交流会是由迈优力组织和管理、旨在对疾病、科学和公平平衡的治疗环境信息进行非推广讨论的非推广会议，具体取决于会议的安排。 • It may also cover congress highlights. 可能会提及一些大会上的要点。 • It is organized for meeting an identified HCPs needs for information and it must not constitute a regular practice (i.e., from a frequency perspective). 科学交流会议旨在响应 HCP 对信息的需求，并且它不应成为一项常规项目（例如：从频率的角度）。
Content **内容**	• The content of this meeting is strictly non-promotional in tone and in substance and it relates to the therapeutic areas where Mayoly has authorized products. 该会议的内容在表面上和本质上都是严格的非推广性质，涉及迈优力授权产品的治疗领域。 • Promotional claims on Mayoly products are not permitted. 不允许使用迈优力产品的相关推广性用语。 • Reference to brand names and/or branding elements is prohibited. 严禁引用品牌名或其他品牌要素。 • The presentations must be fair, balanced and objective and cover all therapeutic options without giving preference to Mayoly products or data. 演示必须公正、平衡和客观，并涵盖所有治疗方案，而不优先考虑迈优力产品或数据。 • New scientific data can be presented if 符合以下条件时，可以演示新的科学数据 - they are presented in a scientific and rigorous manner, 以科学和严谨的方式演示数据， - they are already published in reputable peer-reviewed platforms (care must be taken to avoid sharing information published in predatory journals), 已经在声誉良好的同行评审平台上发布(必须注意避免共享在无德期刊上发布的信 息)， - they are not and they do not create the impression that this is the focus of the meeting, and 数据不是会议的重点，也不会令人产生这样的印象，以及 - a fair and balanced view of all new scientific data related to all treatment options in the disease area are presented, without giving preference to Mayoly products or data. 演示了对与疾病领域所有治疗方案相关的所有新科学数据的公平、平衡的看法，而不优先考虑迈优力产品或数据。 • Clear rationale for such an activity based on identified needs must exist before initiating such an activity and must be documented. Needs can be identified through interactions with HCPs or through other means e.g., previous questionnaire to identify current HCPs needs for information.

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	在开展此类活动之前，必须有基于确定需求的此类活动的明确理由，并且必须记录在案。可通过与 HCP 的互动或通过其他方式（例如以前的调查问卷）确定 HCP 当前的信息需求。 • **Exceptionally elements of off-label** information can be reactively presented only by Medical if 只有在特殊情况下，如果存在以下条件，超适应症信息的元素可以由医学部被动演示 - The meeting is unprompted and has been genuinely requested by one or more HCPs. In this case, the request must be in writing, documented and archived in Mayoly files. 会议为自发的，且确实由一个或者更多 HCP 申请。在这种情况下，请求必须为书面形式，记录并在迈优力文件中存档。 - Such elements are necessary to ensure the fairness, balance and completeness of the discussions. 这些基本元素对于保证讨论的公正、平衡和完整性而言是绝对必要的。 - The information provided is strictly limited to what requested by the HCP. 提供的信息严格限定于 HCP 请求的内容。 - The meeting is small and modest and does not give the impression that a standalone is organized. 该会议为小型会议，不会给人大型主题会的印象。 - A statement that the information presented is not yet approved mentioning the status (e.g., published data under ongoing review by the Regulatory Authorities). 必须声明在会议上展示的信息尚未经过批准，且提及该类数据的状态，如，发布的数据正在由相关监管部门审核。 - The information is only presented and not provided in hard copies to attendees. 该类数据只能用于演示，不得印制并发放给参会人。 • Should there be any unsolicited question during the meeting on off-label information by HCPs, a response sufficiently narrowly tailored to only answer the question asked i.e., not overly broad can be provided reminding that this information is not approved and that Mayoly does not recommend or endorse the use of its products outside the approved label. 如果收到来自参会的 HCP 关于超适应症信息的问题，可以提供回答。但是回答仅限于针对该问题，并且未作任何不必要的延伸，提醒未批准此信息，且迈优力不建议或认可在经过批准的适应症以外范围使用其产品。

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Initiator & Mayoly Staff **发起人&迈优力员工**	• Medical is the initiator and therefore accountable for the entire meeting. 医学部发起会议，因此应对这个会议负责。 • Medical is responsible for the content, selection of speakers, speakers contract management and speaker briefing. 医学部负责内容、讲者选择、讲者合同管理和讲者简报。 • Promotion Team of Hospital BU may only provide logistical support, as provided for in section8.1 (Logistics Support to Non-promotional activities). 医院事业部推广团队只能提供后勤支持，参见第 8.1 节(对非推广活动的后勤支持)。
Audience **受众**	• HCPs 医疗卫生专业人士
Materials **资料**	• Non-promotional materials. 非推广资料。 • Reference to brand names and/or branding elements is prohibited. 严禁引用品牌名或其他品牌要素。 • Promotional claims are not allowed. 不得包含推广性表述。 • Molecule names can be used. 可以使用化学名。 • Materials must be reviewed and approved in accordance with the applicable Non-Promotional Materials SOPs, including the SOP of the Host Country, if applicable. 所用资料必须根据适用的《非推广资料标准操作流程》（包括东道国的适用标准操作流程）加以审核并获得批准。
Contract **协议**	• Contracts with external speakers are required. 需要与外部讲者签订服务协议。 • Contract or PO with event management/travel agencies for the logistical aspects of the meeting. 与会务公司/旅行社就会议的后勤工作签订协议或采购订单。
Expenses Classification **费用分类**	• Related line of the Initiating function. 计入发起部门相关产品线费用。 • Non-promotional expense in accordance with the Business Controller's Handbook. 根据《财务控制手册》计为非推广费用。
Key Performance Indicators (KPIs) **关键绩效指标（KPI）**	Appropriate KPIs for these events may include: 适当的关键绩效指标可能包括： - Audience satisfaction in quality and appropriateness of content and logistics. 受众对内容的质量和适当性以及后勤的满意度； - Number of attendees as percentage of total invited attendees; and 与会者人数占受邀与会者总数的百分比； - Increase in knowledge of the overall scientific content in the event (but not expressed as product knowledge increase). 活动中整体科学内容的知识增加(但不表示为产品知识的增加)。 Inappropriate KPIs include, but are not limited to: 不适当的关键绩效指标包括但不限于： - Return on investment in terms of sales

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	销售投资回报率 - Sales /market share increase; and 销售/市场份额增加；和 - Increase in licensed or unlicensed product awareness 对经许可的或未经许可的产品的认知提高

5.4 Disease Awareness Meetings 疾病认知会议

Definition **定义**	• They are non-promotional meetings that focus on the disease only with no reference to products. They are unrelated to product commercial objectives and can be conducted in the pre-launch and post-launch period of a product or indication. 非推广性会议，仅聚焦于疾病，不提及产品。与产品商业目标无关，可在产品或适应症的上市前和发布后阶段中执行。 • In some countries, these activities may not be allowed or may be allowed under certain conditions. 在某些国家，可能不允许此类活动，或者可能在某些条件下允许。
Content **内容**	• They focus on the disease area and unmet medical needs. 疾病认知会议聚焦于疾病领域和尚未得到满足的医学需求。 • They may include general corporate information. 可包含企业综合信息。 • Mayoly Pipeline, Clinical Trial Information, or product related information must not be presented or discussed. 不得演示或讨论迈优力在研产品、临床试验信息或产品相关信息。 • The content is disease related and can include fair, balanced and objective discussion around all relevant therapeutic classes and unmet medical need with respect to this therapeutic area. 会议内容与疾病有关，可围绕所有相关流程以及与此类治疗领域有关、尚未得到满足的医疗需求开展公正、平衡、客观的讨论。 • All relevant therapeutic classes must be equally presented, and it must not highlight or favor, directly or indirectly, the group of treatments to which the Mayoly product belongs. 所有相关治疗类别必须同等展示，不得直接或间接突出或倾向于迈优力产品所属的治疗类别。 • Brand names or other branding elements are strictly prohibited. 严禁出现品牌名或其他品牌要素。 • These meetings must not be used as a means of disguised promotion or for soliciting questions on unlicensed products or indications. 此类会议不得被作为变相的推广手段或用于对未获得许可的产品或适应症征求问题。
Initiator & Mayoly Staff **发起人 & 迈优力员工**	• May be organized and conducted by Medical, Marketing Team of Hospital BU, Communications or Commercial & Market Access Dept. 可由医学、医院事业部的市场团队、企业传播或商务及市场准入团队主办并执行。 • In the pre-launch phase, Marketing Team of Hospital BU is not allowed to organize Disease Awareness Meetings.

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	在上市准备阶段，医院事业部的市场团队不允许主办疾病认知会议。 • Promotion Team of Hospital BU only provide logistical support in a post-marketing authorization phase, as provided for in section 8.1 (Logistics Support to Non-promotional activities). 医院事业部推广团队只能在产品获得市场准入之后阶段提供后勤支持。具体内容参见 8.1 章节（非推广性会议中的后勤支持）。
Audience/Participants **受众/参加者**	• HCPs 医疗卫生专业人士 • POs members or as patients may present their experience with the disease, when allowed. 如果允许，患者组织成员或作为患者可分享他们有关此类疾病的经验。
Materials **资料**	**Disease Awareness Materials** are non-promotional materials that **疾病认知资料**属于非推广资料，他们应当： - are objective, fair, balanced and properly updated to completely reflect reality 客观，公正，平衡，经过适当更新以便充分反映现实； - are designed with elements (color, source, format, artwork, font etc.) that are radically different from those of the Mayoly products in the same disease area 其要素（颜色、来源、形式、插图、字体等）与同一疾病领域中的迈优力产品的要素存在根本性差异; - can refer to treatment options or therapeutic classes, but only as part of the disease information (and never as unrelated, independent information), only as a minor part of the presentation and must cover both prescription and non-prescription options as well as lifestyle changes. 可提及治疗方案或治疗类别，但仅作为疾病信息的一部分(绝不作为无关的独立信息)，仅作为演示的一小部分，且必须涵盖处方和非处方方案以及生活方式的改变； o Only groups of treatment are listed without specifying molecules, products or brands; unless molecules names are allowed in the relevant jurisdiction and all available molecules are mentioned 仅列出了治疗组，但没有说明化学名、产品或品牌；除非相关管辖区允许使用化学名，并且提到了所有可用的化学名 o All relevant groups of treatment for the disease are included with the same prominence in the same degree for the disease to which the section where this information is found relates 该疾病的所有相关治疗组都以相同的突出度包括在该信息所在部分所涉及的疾病中 - must not be construed as disguised promotion (e.g., not focus only on aspects of the disease that correspond to a unique characteristic of an Mayoly product) 不得被解释为变相推广(例如，不能只专注于与迈优力产品独特特征相对应的疾病信息)； - must not be used to prepare the market for launch by creating awareness directed to an unapproved Mayoly product or indication; and 不得通过提高对未经批准的迈优力产品或适应症的认知来为上市做准备。和

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	- If Mayoly has the only product to treat the condition, the scope of the messaging should be enlarged to include other side elements of the disease. 如果迈优力有治疗这种疾病的唯一产品，则应扩大信息传递的范围，以包括疾病的其他副作用。 **Corporate Information** can be made available only after they are approved by the Corporate Communications department. 只有经过企业传播团队批准后的**企业信息**方可提供。 The materials used must be reviewed and approved in accordance with the applicable Materials SOPs including the SOP of the Host Country, if applicable. 所用资料必须根据适用的资料标准操作流程（包括东道国的适用标准操作流程）加以审核并获得批准。
Contract **协议**	• Contracts with external speakers are required. 需要与外部讲者签订服务协议。 • Contract or PO with event management/travel agencies for the logistical aspects of the meeting. 与会务公司/旅行社就会议的后勤工作签订协议或采购订单。
Expenses Classification **费用分类**	• Line of the Initiating function. 计入发起部门相关产品线费用。 • Non-promotional expense in accordance with the Business Controller's Handbook. 根据《财务控制手册》计为非推广费用。
Key Performance Indicators (KPIs) **关键绩效指标（KPI）**	Appropriate KPIs may include: 适当的关键绩效指标可能包括： - Increase in awareness of all messages in the meeting 对会议所有信息认知的提高 - Increase in number of patients treated with all available treatments (increase in diagnosis rates); and 所有可用治疗方式治疗的患者数量增加（诊断率增加）；和 - Expansion of the total market volume (not by product). 整个市场容量的扩大（不是按产品）。 Inappropriate KPIs include, but are not limited to: 不适当的关键绩效指标包括但不限于： - Return on investment in terms of sales 销售投资回报率 - Sales /market share increase 销售/市场份额增加 - Increase in awareness only of messages that correspond to unique characteristics of Mayoly product; and 提高对迈优力产品独特特性相关信息的认知 - Increase in licensed or unlicensed product awareness 对经许可的或未经许可的产品的认知提高

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5.5 Investigator Meetings 研究者会议

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Definition **定义**	• Non-promotional meetings that current or potential investigators or site personnel who are covered by a clinical trial agreement or confidentiality agreements for current or pending Mayoly clinical trials participate to discuss on clinical trials related topics. 研究者会议是由受当前或潜在的迈优力临床试验的临床试验协议或保密协议管辖的、由当前或潜在研究者或现场人员参加，以讨论临床试验相关话题的非推广会议。 • This is a fee-for-service- related activity. 这是一项按服务付费的活动。
Content **内容**	• Investigational related topics are discussed. 研究者会议上可以讨论研究相关话题。 • These meetings must not be used as a means for disguised promotion and must only take place when there is a legitimate reason to share and discuss information directly relevant to the investigational topic and essential to the appropriate functioning of the clinical trial. 此类会议不得用作变相推广的形式，仅当存在合理的原因分享和讨论与研究直接相关的信息并且对于临床试验的适当运行是必不可少时才可以举办。 • a) Agenda including the topics for discussion, b) minutes of the meeting or summary of the discussion, where applicable and c) attendance sign-in sheet must be kept and archived. Minutes or summary of the discussion are not required when the purpose of the meeting is to share information and no further actions or decisions are taken. a）包含讨论主题的议程、b）会议纪要或者讨论摘要（如适用）以及c）参加者签到表必须保留并存档。如果会议的目的是共享信息，并且没有采取进一步的行动或决定，则不需要会议纪要或讨论摘要。
Initiator & Mayoly Staff **发起人&迈优力员工**	• Research and Development (R&D) incl. Clinical Development Programs, Clinical Operations and Medical can only organize these meetings. CRO personnel may attend such meetings. 只有研发部（包括临床发展项目）、临床试验部门和医学部可以组织此类会议。合约研究机构可以参加此类会议。 • Other senior management employees may be invited on a need-to-know basis for their information. 其他高级管理人员在对信息有知晓需求时方可受邀请。 • CROs may organize such meetings on behalf of and as agreed with Mayoly. In such case, Mayoly remains accountable for ensuring that the requirements set forth in this Directive are fulfilled and ensures appropriate Mayoly presence. 合同研究组织可以代表迈优力并经迈优力同意组织此类会议。在这种情况下，迈优力仍负责确保本指南中规定的要求得到满足，并确保迈优力出席会议。
External participants **外部参加者**	• Current or potential investigators and site personnel who have signed a clinical trial agreement or confidentiality disclosure agreement. 已签订临床试验协议或保密协议的当前或潜在研究者及现场人员。

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Materials **资料**	• Presentations are allowed only by R&D, Medical, Clinical Operations, investigators, and site personnel. CROs may also make presentations upon Mayoly's request. 只得由研发部、医学部、临床试验部门、研究者及研究中心工作人员进行演示。合同研究组织经迈优力请求可以进行演示。 • Materials must be reviewed and approved in accordance with the applicable Materials SOPs, including the SOP of the Host Country, if applicable. 所用资料必须根据适用的资料标准操作流程（包括东道国的适用标准操作流程）加以审核并获得批准。
Contract **协议**	• Contract or PO with event management/travel agencies for the logistical aspects of the meeting. 与会务公司/旅行社就会议的后勤工作签订协议或采购订单。 • Clinical trial agreement or confidentiality disclosure agreement with investigators for current or pending clinical trials. Contract with CRO for the clinical trial. 用于当前或待定临床试验的临床试验协议或保密协议。与合同研究组织就临床试验签订的协议。
Expenses Classification **费用分类**	• Line of the Initiating function. 计入发起部门相关产品线费用。 • Non-promotional expense in accordance with the Business Controller's Handbook. 根据《财务控制手册》计为非推广费用。
Key Performance Indicators (KPIs) **关键绩效指标（KPI）**	Appropriate KPIs may include: 适当的关键绩效指标可能包括： - Quality/usefulness of information received for the deployment of the related research activities 为开展相关研究活动而收到的信息的质量/有用性 Inappropriate KPIs include, but are not limited to: 不适当的关键绩效指标包括但不仅限于： - Return on investment in terms of sales 销售投资回报率 - Sales/market share increase 销售/市场份额增加 - Increase in investigators' awareness of overall Mayoly products/data 研究者对迈优力整体产品/数据的认知提高 - Increase in advisors' willingness to prescribe or favor Mayoly products or to be a Mayoly product advocate 咨询顾问对迈优力产品开出处方或给予支持或成为迈优力产品倡导者的意愿增加 - Increase in the advisor's engagement or loyalty to Mayoly 咨询顾问对迈优力的投入度和忠诚度增加

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5.6 Advisory Boards 顾问委员会

Definition **定义**	• They are non-promotional fee-for-service related meetings. 顾问委员会是非推广性的付费服务相关会议。 • Mayoly can only organize such meetings if there is a legitimate documented need for business or scientific advice which is key for the development of marketing, medical, market access activities relating to Mayoly products, disease area or other needed advice. 迈优力只得在存在有合法的、记录在案的对业务或科学意见需求，这类需求对与迈优力的产品、治疗领域或者其他咨询相关的市场、医学和市场准入活动至关重要的情况下，才能组织顾问委员会。 • Therefore, the sole purpose of an Advisory Board is to obtain advice and must never be used as a tactic or business opportunity. 因此，顾问委员会的唯一目的是获取咨询，且不得被视作业务策略或商业机会。 • Third parties may be engaged for providing support (e.g., meeting room rental, travel, accommodation, minutes writing, recording etc.). but they must not be engaged for initiating and conducting Advisory Boards on Mayoly's behalf. 可雇佣第三方提供相关支持，如租赁会议室、安排差旅住宿、撰写会议纪要和记录会议等，但第三方不得以迈优力的名义参与发起或管理顾问委员会。
Content **内容**	• Given the reason for the meeting is to obtain advice and under any circumstance not to disseminate data, the presentations by Mayoly, if any needed, must not occupy a big part of the agenda (<25% is recommended) versus the slots dedicated to discussions. 顾问委员会的目的是获取建议，因此在必要时由迈优力发布的数据或演示文稿不得成为议程及讨论的主要组成部分（建议<25%）。 • The agenda must be detailed and must factor in a substantial amount of time to allow participants to advise. 顾问委员会的议程必须详尽，且必须为参加者预留充足的咨询时间。 • Mayoly has a duty to ensure the active participation of all participants, stimulating the debate, therefore it is required that the moderator asks every participant to provide their own advice during the Advisory Board. 迈优力有责任确保所有参加者积极参与辩论，因此，主持人应在顾问委员会期间要求参加者发表个人意见。 • It is required to take minutes of the event as a proof of the obtained advice and document the use of the advice. 需撰写会议纪要，作为获得咨询的证据和使用咨询的文本依据。 • Advisory Boards must not be used: 顾问委员会不得被用作： - As a business opportunity. 商业机会。 - As a mean to share data with HCPs without intending to receive, and incorporate, meaningful feedback and advice. 与 HCP 分享数据的途径，而不以接受或吸纳建设性反馈和咨询为目的。

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	- As an inducement to prescribe or reward HCPs for past prescribing efforts. 鼓励处方的开具，或用于奖励 HCP 过去开具处方的行为。 - To influence HCPs who are members of a formulary board or a registration body. 影响作为处方委员会成员或注册机构成员的 HCP 的决策。 - To form or enhance a relationship with HCPs. 与 HCP 建立或增进关系的渠道。 • The following practices are prohibited in frame of Advisory Boards: 顾问委员会的禁止行为有： - Carrying out brand awareness analyses or surveys post Advisory Boards. 在顾问委员会会后分析或审核品牌知名度。 - Repeating advisory boards seeking input on a topic which has been already addressed unless the business or scientific need for the requested feedback can be differentiated and documented. 针对已讨论过的主题重复召开顾问委员会，业务或科学所需的反馈与以往不同且得到如实纪录的情况除外。 - "Calls to action" at the end of the meeting. 会议结束时的"行动呼吁"。
Initiator & Mayoly Staff **发起人&迈优力员工**	• Every Mayoly function can organize Advisory Boards, with the exclusion of Promotion Team of Hospital BU, as appropriate to their role and the business or scientific need, including Marketing Team of Hospital BU, Medical, R&D and Commercial & Market Access Dept. 除医院事业部的推广团队以外的所有迈优力的职能部门，根据所属职务以及业务或科学的需求，都可以组织顾问委员会，包括医院事业部的市场团队、医学部、研发部和商务及市场准入部。 • It must be clear whether it is organized by Marketing Team of Hospital BU, Medical or other function and the objectives and agenda must be consistent with the initiating function. 必须明确的是，无论是由医院事业部的市场团队、医学或是其他职能部门发起会议，顾问委员会的目标和议程都必须与发起部门的职能相一致。 • This does not alter the non-promotional character of the Advisory Board and the purpose which is only to receive advice. 顾问委员会的非推广性质不得改变，并且顾问委员会的目的仅应是获取建议。 • Only senior Marketing staff can passively attend Advisory Boards by Medical, R&D and Commercial & Market Access department. 只有市场部高级别员工才有资格受邀参与由医学部门、研发部和商务及市场准入部门组织的顾问委员会。 • Attendance by Mayoly staff (external support excluded) must be limited to those with an objective need-to-know. The recommended ratio of Mayoly staff to Advisors is 1:3 (i.e., 1 Mayoly staff for 3 advisors), and must not be over 1:1 (i.e., 1 Mayoly staff for 1 advisor) - this is the maximum and not a target. 迈优力员工中的参加者（不包括外部支持人员）必须仅限于存在客观了解的需求的员工，建议迈优力员工与咨询顾问的人数比例为 1:3（即每 1 名迈优力员工 3 位咨询顾问），不得超过 1:1（即每 1 名迈优力员工 1 位咨询顾问）- 该比例为最大值而非目标。

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Non Mayoly Participants **非迈优力参加者**	• Number of consultants must be limited so that everyone can contribute in a tangible and useful manner, which must be no higher than 10-15 HCPs to ensure that to establish an added-value discussion is established with all Advisors' contribution. 顾问人数必须加以限制，已确保每个人都可以做出切实、有用的贡献。HCP 的数量应控制在 10-15 人，以确保能在咨询顾问贡献的基础上开展具有附加价值的讨论。 • The number of participants also depends on the duration of the Advisory Board to ensure every Advisors/Consultant's active participation. 参加者的数量同样取决于顾问委员会的时长，以确保每一位顾问/咨询者都能积极地参与其中。 • The active contribution of each Advisor is required otherwise the payment for those not participating cannot be justified. 每一位顾问都需要积极地为顾问委员会作出贡献，给未能做出贡献的顾问支付顾问费是不合理的。
Other local requirements **其他当地要求**	• Business Ethics pre-approval is required for all Advisory Board meetings. 所有顾问委员会必须事先获得商业道德部门的批准。
Materials **资料**	• Non-Promotional Materials. 非推广资料。 • Materials used, including any product related data, must be necessary to obtain advice during the Advisory Board in line with the objectives of the Advisory Board. 资料的使用，包括产品相关数据的使用，必须为得到顾问委员会的建议所必须，且服务于顾问委员会的目标。 • If draft promotional materials are used (e.g., to test a product campaign), a disclaimer must be added to state that these materials are used solely for obtaining advice during the advisory board mentioning the date and place that the Advisory Board takes place. 如果推广资料草案被使用（例如：测试产品的促销活动），必须附加免责声明说明，表明这些资料仅用作在顾问委员会获得建议，另外需说明顾问委员会发生的日期和地点。 • In case off label information is needed to be shared for receiving advice (e.g., in the pre-launch phase), a disclaimer must be added in the slides to state that this is off-label information and is provided only for the above purpose for the specific Advisory Board (please mention date and place) and cannot be used in any circumstance for promotional purposes. 如果需要共享超适应症信息以获取建议（如在上市前阶段），必须在幻灯片中附加免责声明，以表明这是超适应症信息并且仅为上述目的提供给具体的顾问委员会（请说明日期和地点），且不可在以推广为目的任何情况下使用。 • The materials used must be reviewed and approved in accordance with the applicable Materials SOPs including the SOP of the Host Country, if applicable. 所用资料必须根据适用的资料标准操作流程（包括东道国的适用标准操作流程）加以审核并获得批准。

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Other Requirements 其他要求	• Potential conflict of interest assessment is mandatory for all non-Mayoly participants in Advisory Boards. 对于参加顾问委员会的所有非迈优力公司参加者必须进行潜在利益冲突评估。 • The below requirements must be met before, during or after the Advisory Boards and supporting documents must be archived in a safe location. 以下是顾问委员会之前、期间以及之后必须满足的要求，且所有相关证明文件必须存放在安全位置。 • Before: 会前： - Rationale, objectives, advisors' selection criteria and expected deliverables. 理由、目标、咨询顾问选择标准和预期成果 - Detailed Agenda with sufficient time for discussion. 具体日程，并预留足够时间进行讨论 - Any materials which will be advised on or will inform the discussions during the meeting (e.g., background literature, data summaries). 会议期间将被建议或告知讨论的任何资料(如背景文献、数据摘要)。 - List of Advisors with indication of external role. 顾问名单及其在外部的工作说明。 - List of Mayoly participants and their title. 迈优力参加者及其职位。 - Conflict of Interest Assessment. 利益冲突评估。 - Contract with detailed description of the services. 详细说明服务的协议。 • During: 会中 - Need to designate a moderator and someone who takes the minutes. 需指定一位主持人和会议记录员。 - The meetings can be recorded for the purpose of preparing the minutes with the agreement of all participants. 经所有参加者同意，可以对会议录音，以作会议纪要。 - Attendance sign-in sheet. 会议签到表。 • After: 会后 - Minutes. 会议纪要 - Use of received advice by Mayoly 对咨询意见的采纳和使用说明 - Internal and external presentations (if applicable) 内部和外部演示（若有） - Invoices can only be approved and paid if all the above documents are collected 仅在上述文件收集完整后，才可以批准发票和相关费用支付

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Contract **协议**	• Contract or PO with event management/travel agencies or other third parties for the logistical aspects of the meeting including meeting minutes, recording etc. 与会务公司或其他第三方就会议的后勤工作（包括会议纪要、记录等）签订协议或订单。 • Consultancy Contract with the Advisors. 与顾问签订咨询顾问协议。
Expenses Classification **费用分类**	• Line of the Initiating function. 计入发起部门相关产品线费用。 • Non-promotional expense in accordance with the Business Controller's Handbook. 根据《财务控制手册》计为非推广费用。
Key Performance Indicators (KPIs) **关键绩效指标（KPI）**	Appropriate KPIs may include: 适当的关键绩效指标可能包括： - Quality/usefulness of advice received 收到的建议的质量/有用性 - Advice received has satisfied the documented need for insight/input 收到的建议满足了对见解/投入的记录需求 - Advisor's satisfaction with logistics of the activity 咨询顾问对活动后勤的满意度 Inappropriate KPIs include, but are not limited to: 不适当的关键绩效指标包括但不限于： - Return on investment in terms of sales 销售投资回报率 - Sales/market share increase 销售/市场份额增加 - Increase in advisors' awareness of Mayoly products/data 咨询顾问对迈优力产品/数据的认知增加 - Increase in advisors' willingness to prescribe or favor Mayoly products or to be an Mayoly product advocate 咨询顾问对处方或偏好迈优力产品，或成为迈优力产品倡导者的意愿增 - Increase in the advisor's engagement or loyalty to Mayoly 咨询顾问对迈优力的投入度和忠诚度增加 - Involvement in deriving projects related to the Advisory Board 参与与顾问委员会相关的衍生项目

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5.7 Publication Steering Committee (PSC) Meetings 出版指导委员会会议

Definition **定义**	• These are non-promotional meetings; they constitute a type of Advisory Boards that are formed to discuss and agree on publications planning and execution. 出版指导委员会会议是构成顾问委员会的非推广性会议，旨在讨论和商定出版物的规划和执行。 • The requirements set forth in the section "Advisory Boards" apply to the PSC Meetings. "顾问委员会" 一节中规定的要求适用于出版指导委员会会议。 • These can be formed to oversee publications for an individual study (in which case the PSC will be comprised only of investigators and its meeting can take place in the context of an Investigator Meeting) or can be to oversee publications from a large group of studies or research program (in which case it may include investigators from individual studies as well as other expert HCPs). 会议旨在监督单个研究的出版物(在这种情况下，出版指导委员会将仅由研究者组成，其会议可以在举行研究者会议的情况下举行)，或者可以监督一大组研究或研究项目的出版物(在这种情况下，它可以包括来自单个研究的研究者以及其他 HCP)。 • These are a fee-for-service arrangements in terms of the planning and advice related to publications activities, but no payment is made for any work related to authorship or execution of the plans themselves in accordance with the Mayoly Publications Authorship Policy. 这些是与出版活动相关的规划和建议方面的付费服务安排，但根据迈优力出版授权政策，不得支付与作者身份或计划本身执行相关的任何工作的费用。 • Third parties including medical communications agencies may be engaged for providing support, (e.g., logistics, minutes writing, recording, researching background literature and gap analyses, preparing summary plans, etc.), but they must not be engaged for initiating and organizing the PSC Meetings on Mayoly's behalf. 包括医学传播机构在内的第三方可能会参与提供支持(例如，后勤、撰写会议纪要、记录会议、研究背景文献和差距分析、准备总结计划等)，但不得聘请他们代表迈优力发起和组织出版指导委员会会议。
Content **内容**	• Given the reason for these meetings is to obtain advice on clinical or research data from Mayoly studies, it is necessary to share information on investigational topics and unpublished data. 出版指导委员会会议的目的是获取迈优力研究临床或研究数据的咨询，因此有必要分享关于研究主题和未公布数据的信息。 • These meetings must not be used as a means for disguised promotion or data dissemination and must only take place to discuss matters directly relevant to the publications plans or execution of the research in question. 此类会议不得被作为变相的推广手段或用于发布数据，只能讨论与出版物计划或相关研究的执行直接相关的事宜。 • The agenda focusing on publications matter must factor in a substantial amount of time to allow participants to advise.

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	会议议程聚焦于出版事宜，必须为参加者预留充足的咨询时间。 • The agenda, pre-reading materials (e.g. background literature, data summaries), minutes including a summary of publications plans and attendance sign-in sheet must be kept and archived in order to document the obtained advice. 会议议程、预读资料(如背景文献、数据摘要)、包括出版计划摘要的会议纪要和签到表必须保留并存档，以记录获得的咨询意见。 • The same prohibited practices apply to PSC Meetings as to Advisory Boards (see in Section5.6 Advisory Boards). 涉及顾问委员会的禁止行为同样适用于出版指导委员会会议（参见第 5.6 节-顾问委员会）。
Initiator & Mayoly Staff **发起人&迈优力员工**	• Research and Development (R&D), Clinical Operations, Medical Affairs, and Commercial & Market Access/Health Economics which are involved in any basic, translational, or clinical research studies or programs can organize a PSC Meeting. 参与任何基础、转化或临床研究或项目的研发部、临床试验部门、医学事务和商务及市场准入部/药物经济学部门可以组织出版指导委员会会议。 • Promotion Team and Marketing Team of Hospital BU cannot organize such meetings. 医院事业部的推广团队和市场团队不能组织此类会议。 • CRO and Biometry personnel may attend such meetings to provide study specific information. Other senior management employees may be invited on a need-to-know basis for their own information. Promotion Team or Marketing Team of Hospital BU must not be present as PSC Meetings are always focused on the science and never promotional in nature. 合同研究组织和生物统计学人员可以参加此类会议，以提供研究特定信息。其他高级管理人员在对信息有知晓需求时方可受邀请。医院事业部的市场团队或推广团队不得出席，因为出版指导委员会会议始终专注于科学，而非推广性质。
Non Mayoly Participants **非迈优力参加者**	• The primary investigator(s) as well as other key co-investigators who have signed a clinical trial agreement or confidentiality disclosure agreement. 已签署临床试验协议或保密披露协议的主要研究者以及其他主要共同研究者。 • Consultants (HCPs) who must have specific expertise relevant to the investigational topic(s). 顾问（HCP）必须具有与研究主题相关的专门知识。 • The active contribution of each Investigator and Consultant to the publications plan is required otherwise their payment cannot be justified and is not fair. 要求每位研究者和顾问对出版计划作出积极贡献，否则无正当理由向他们支付费用，且付费是不公平的。
Materials **资料**	• Presentations are allowed only by Mayoly participants responsible for the research to be published. 仅允许负责发布研究的迈优力参加者进行演示。 • This must be non-promotional material that is related to the investigational topic (e.g., background literature), related to the product being studied, or the unpublished research data themselves. This is to ensure it is only information that is necessary to obtain advice on the publication activities that is shared.

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	必须是与研究主题（如背景文献）、研究产品相关的非推广资料或未发表的研究数据本身。目的是确保共享的仅是获取出版活动建议所必需的信息。 • The materials used must be reviewed and approved in accordance with the SOP on Non-Promotional Materials review and approval. 所用资料必须根据非推广资料的审核和批准标准操作流程加以审核并获得批准。 • The research data to be discussed for publication often relates to recently completed studies of potentially new indications, and in this case a disclaimer must be added to the materials to state that this is off-label information and is provided only for the above purpose for the specific Advisory Board (please mention date and place) and cannot be used in any circumstance for promotional purposes. 待讨论进行发布的研究数据通常与最近完成的潜在新适应症研究有关，在这种情况下，必须在材料中添加免责声明，声明这是超适应症信息，仅为上述目的向特定顾问委员会提供（请注明日期和地点），并且不得在任何情况下用于推广目的。
Other Requirements 其他要求	• PSC attendance (whether that of investigators and consultants) does not automatically confer authorship for the publications. 出席出版指导委员会（无论是研究者还是顾问）并不自动授予其为出版物作者的身份。 • Author letters detailing Mayoly publication policies must be sent to those investigators and consultants who will be in author group for publications in accordance with the Mayoly Sponsored Studies Publications SOP. This details Mayoly's commitments and its expectations of the authors, but it is not a legal contract per se. 必须将详细说明迈优力出版政策的作者信函发送给将根据迈优力赞助研究出版标准操作流程参与出版工作的研究者和顾问。详细说明了迈优力的承诺和对作者的期望，但信函本身不是一个法律合同。 • The requirements to be met before, during or after the PSC Meeting along with supporting documents to be archived are the same as those for an Advisory Board (see above). 出版指导委员会会议之前、期间或之后应满足的要求以及要存档的支持文件与顾问委员会的要求相同（见上文）。 • A publications plan constitutes the main output and is a summary of the potential use of the advice received by Mayoly. 出版物计划构成主要出版物，是对迈优力所收到咨询意见的潜在用途的总结。
Contract 协议	• Contract or PO with event management/travel agencies or other third parties (e.g., medical communications agencies or consultants) for the logistical aspects of the meeting including meeting minutes, recording, etc. 与会务公司/旅行社或其他第三方（如医学通讯机构或顾问）就会议的后勤工作签订协议或采购订单，包括会议纪要、记录等。 • Clinical trial agreement or confidentiality disclosure agreement with investigators for current or pending clinical trials. 与研究者就当前或待定临床试验签订的临床试验协议或保密协议。 • Consultancy contracts with the HCPs consultants (not investigators). 与 HCP 顾问（非研究者）签订咨询顾问协议。

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Expenses Classification **费用分类**	• Line of the Initiating function. 计入发起部门相关产品线费用。 • Non-promotional expense in accordance with the Accounting Handbook. 根据《会计手册》计为非推广费用。
Key Performance Indicators (KPIs) **关键绩效指标（KPI）**	Appropriate KPIs may include: 适当的关键绩效指标可能包括： - Quality/usefulness of advice received 收到的建议的质量/有用性 - Advice received has satisfied the documented need for insight/input 收到的建议满足了对见解/投入的记录需求 - Advisor's satisfaction with logistics of the activity - 咨询顾问对活动后勤的满意度 Inappropriate KPIs include, but are not limited to: 不适当的关键绩效指标包括但不限于： - Return on investment in terms of sales 销售投资回报率 - Sales/market share increase 销售/市场份额增加 - Increase in advisors' awareness of Mayoly products/data 咨询顾问对迈优力产品/数据的认知增加 - Increase in advisors' willingness to prescribe or favor Mayoly products or to be an Mayoly product advocate 咨询顾问对处方或偏好迈优力产品，或成为迈优力产品倡导者的意愿增强 - Increase in the advisor's engagement or loyalty to Mayoly 咨询顾问对迈优力的投入度和忠诚度增加 - Involvement in deriving projects related to the Advisory Board 是否参与与顾问委员会相关的衍生项目

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5.8 Speaker Trainings/Programs 讲者培训项目

Definition **定义**	• They are trainings for HCPs that have been contracted with Mayoly to deliver speaking services in future events. 讲者培训项目是向 HCP 提供的培训，这些 HCP 已与迈优力签订协议，将在将来的活动中提供讲课服务。 • The purpose of these trainings is to train speakers on Mayoly data or disease information to deliver on Mayoly's behalf speeches in future Mayoly organized meetings, either promotional or non-promotional. 此类培训的目的是为了就迈优力数据和疾病信息对讲者进行培训，使其将来可以在迈优力主办的会议中代表迈优力发表演讲，包括推广性和非推广性的会议。 • These trainings must not be used as tactics or business opportunities, but they only serve the purpose of training future speaker services. 该类培训不得被视作业务策略或商业机会，而应仅仅以培训未来讲者服务为目的。 • The meetings where subsequent speaker services will be rendered must follow the requirements of the specific types of meetings, (e.g., promotional meeting, satellite symposia, non-promotional meeting etc.). 未来提供讲者服务的会议必须遵守本指南中所述各种会议类型的要求，例如，推广会议、卫星会、非推广会议等。 • Speaker Trainings must not be organized unless there is a documented need for subsequent meetings where the speaker services will be delivered. 除非存在将来在后续会议上提供讲者服务的需求，且该需求得到妥善记录，否则不得组织讲者培训。
Content **内容**	• The speakers are trained on disease area or Mayoly products related data. 讲者接受疾病领域或者迈优力产品相关数据的培训。 • These trainings constitute a fee-for-service activity and must not be used as a disguised promotion (e.g., create product awareness in the pre-launch phase) or as a means for improper inducement or influence. 这些培训是按服务付费活动，并且一定不能被用作变相的推广（例如，在上市前建立产品的认知度）或者成为不恰当的诱导或影响的方式。 • Speaker trainings related to products or indications not yet licensed must take place within a reasonable timeframe from the expected launch date and must never take place earlier than three months prior to the expected launch date. It must always be checked whether in a specific country such an activity is allowed in the pre-launch phase. 讲者关于未获得批准的产品或者适应症的培训必须在一个距预计上市日期合理的时间范围内，且不得早于预计上市日期前 3 个月。在上市前阶段，必须始终检查特定国家是否允许此类活动。 • The portion of the training agenda that can be dedicated to soft skills training must be no higher than 20% of the event, i.e., 80% of the training must concern Mayoly data or relevant disease information. A soft skills training is only allowed in this circumstance, i.e., where it is linked to the expected service. 培训日程中可用于软技能培训的部分不得超过活动的 20%，也就是说，80%的培训必须与迈优力的数据和相关疾病信息有关。软技能培训仅在上述情形下才被允许，即必须与预期服务联系起来。

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Initiator & Mayoly Staff **发起人&迈优力员工**	• Marketing Team of Hospital BU or Medical depending on the nature/type of the meetings (promotional or non-promotional meetings) where following the Speaker Training the Speakers will deliver the speaker services. 医院事业部的市场团队或医学部，取决于讲者将在培训后提供服务的会议（推广或非推广会议）的性质/类型 。 • Medical colleagues or Marketing Team of Hospital BU can participate in such trainings on a need-to-know basis. 医学部或医院事业部的市场团队的同事在需要了解基础知识的情形下可以参加此类培训。 • Promotion Team of Hospital BU is not allowed to participate. 医院事业部的推广团队不得参加此类活动。
Non Mayoly Participants **非迈优力参加者**	• HCPs that have contracted both to attend the speaker training and to deliver speaking services in a pre-determined number of Mayoly meetings. 非迈优力参加者为签约参加讲者培训、同时将在预先确定数量的迈优力会议上发表演讲的 HCP。 • No speaker training can be delivered unless the contract determines the number of the meetings and relevant details (e.g., meetings' duration and timelines). 除非有协议确定了会议的数量以及相关细节（如会议时长和日程），否则不得开展讲者培训。 • The speakers must be selected exclusively on their role and skills as future speakers and their number must represent a reasonable number of speakers compared to the HCPs that the future meetings will be addressed. This reasonable number may be no higher than 5% i.e., a country can only deliver a speaker training and engage no more than 5% of the entire number of relevant HCPs as speakers to deliver the presentations to the rest of 95%. 必须仅仅基于其作为未来讲者的角色和技能对讲者进行选择，对比在未来会议上发言的 HCP，他们所占的讲者比例必须合理。这一合理比例可以是不超过 5%，即一个国家只能对不超过相关 HCP 总数的 5%进行讲者培训并由其对其余 95%的 HCP 进行演示。
Materials **资料**	• Materials used must be on-label and can be provided to the trainees with the disclaimer "*Speaker training materials provided during the Speaker Training on date*". 所用资料包含的必须是经批准的适应症信息。可以将资料提供给学员，但须注明免责声明"*讲者培训资料，在（注明日期）的讲者培训中提供*"。 • Off-label back-up data can be shown to the trainees by Medical only if it is essential to ensure the quality of the preparation for the future speaker services with the disclaimer "*Off-label information may be included. It is provided only for information and preparation during the speaker training and must not be circulated*". 仅在为了确保未来讲者服务所作的准备的质量，且确有必要时，方可由医学部向学员展示超适应症信息的备份数据，且注明免责声明"*可能包含超适应症信息。仅供讲者培训参考和准备，不得外传。*" • These data can only be distributed to trainees if in paper format and if they are about to become on-label following Marketing Team of Hospital BU authorization with the disclaimer "*Speaker training materials provided during the Speaker Training on date only for information and preparation. Off-label data may be included. It is prohibited to copy or re-distribute*".

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	这些数据仅限纸质形式，且即将经过医院事业部市场团队授权成为经批准的适应症信息，方可发放给学员，同时应注明免责声明*"本资料为讲者培训资料，（注明日期）讲者培训中提供，仅供参考和准备用途。可能包含超适应症数据。禁止拷贝或传播。"* • The materials used must be reviewed and approved in accordance with the applicable Materials SOPs including the SOP of the Host Country, if applicable. 所用资料必须根据适用的资料标准操作流程（包括东道国的适用标准操作流程）加以审核并获得批准。
Contract **协议**	• Contract or PO with event management/travel agencies or other third parties for the logistical aspects of the meeting. 与会务公司/旅行社或其他第三方之间签订针对会议后勤服务的协议或订单。 • Contracts with Speakers that will include explicitly the speaker training, the number of the subsequent meetings and the timelines i.e., when these meetings are planned to take place. 与讲者之间签订的协议须注明讲者培训、随后会议的数量以及日程等（即这些会议计划何时举行）。 • The initiator of the Speaker trainings and the meetings must monitor the delivery of the services in accordance with the speaker contract. 讲者培训和会议的发起人必须依据讲者协议，监督服务的交付。 • If the speaker meetings will be organized by Global teams, the contracts with the speakers must be signed between Global entity and the speakers If the speaker meetings will be organized by a country, the contracts with the speakers must be signed between the local entity and the speakers. This rule may be subject to stricter country requirements. 如果讲者会议将由迈优力全球团队主办，与讲者的协议必须在全球实体和讲者之间签订。如果讲者会议将由某一国主办，与讲者的协议必须在当地实体和讲者之间签订。该规则受限于更严格的当地规定。 • The delivery of the speaker services must be closely monitored to ensure that following the speaker training the service is provided to Mayoly. 必须监督讲者服务的提供，以确保在接受培训后，该讲者向迈优力提供了讲课服务。
Expenses Classification **费用分类**	• Product Line of the Initiating function. 计入发起部门相关产品线费用。 • Promotional or non-promotional expenses depending on the initiating function and the nature/type of the events where the subsequent speaker services will be delivered and in accordance with the Business Controller's Handbook. • 根据《财务控制手册》、发起部门以及随后提供的服务类型确定其为推广或非推广费用。
Key Performance Indicators (KPIs) **关键绩效指标（KPI）**	Appropriate KPIs may include: 适当的关键绩效指标可能包括： - quality/usefulness of training 培训的质量和有用性； - the future speakers' preparedness to provide the speaker services; and 未来讲者提供讲者服务的准备情况；和 - audience feedback on speaker performance. 受众对讲者表现的反馈。

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	Inappropriate KPIs include, but are not limited to: 不适当的关键绩效指标包括但不限于： - Return on investment in terms of sale 销售投资回报率 - Sales/market share increase 销售/市场份额增加 - Increase in future speakers' willingness to prescribe or favor Mayoly products or to be an Mayoly product advocate 未来讲者对处方或偏好迈优力产品，或成为迈优力产品倡导者的意愿增强 - Increase in the future speakers' engagement or loyalty to Mayoly 未来讲者对迈优力的投入度和忠诚度增加

6. Partnership 合作

Definition **定义**	• Mayoly can become a partner in a joint activity or event with a third-party i.e., HCO or CME (Continuous Medical Education) Provider but not an Individual. 在与 HCO 或继续医学教育提供商等第三方而非个人联合开展的活动中，迈优力可以成为合作伙伴。 • The activity/event can be initiated by Mayoly or by the HCO/CME Provider. As a result, both Mayoly and the third-party are both accountable for this activity. For the avoidance of doubt, the third-party in this case cannot be confused with event management agencies that provide event management services to Mayoly. 活动可由迈优力或 HCO/继续医学教育提供机构发起。因此，迈优力和第三方都要对活动负责。为避免疑义，此种情形下所称的第三方不可与向迈优力提供活动管理服务的活动管理机构相混淆。 • Partnership can take place by providing direct or indirect financial support. Indirect financial support may be requested instead of direct financial support. This support is not owned by Mayoly but needs to be purchased by Mayoly from another third-party and provided to the HCO. Example of this indirect support may be the use of the Mayoly event management agencies to support an event co-organized with a third-party for meeting room rental. 提供直接或间接经济支持会构成合作关系。迈优力可能被要求提供间接经济支持而非直接经济支持。这类支持不归迈优力所有，但需要迈优力向另一第三方购买后提供给该 HCO。这类间接支持的例子包括使用迈优力的会务公司支持与第三方共同组织的活动的会议室租赁。
Content **内容**	• The content can be disease and therapeutic area related including trainings to HCPs. 内容可以和疾病与治疗领域相关，包括为 HCP 提供培训。 • The partnerships are of non-promotional nature respecting the independence of the third-party with the purpose to both contribute to meet an already identified need for information or training of HCPs in a fair, balanced, and objective manner. 鉴于第三方的独立性，这类合作关系是非推广性质的，目的是以公平、公正、客观的方式平等地促成已明确的信息需求或 HCP 培训需求得到满足。

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	• Only if explicitly allowed in local regulations, the Partnership may be promotional in nature. 只有在当地法规明确允许的情况下，合作项目才可以为推广性质的。 • Mayoly is accountable as it can: 由于迈优力的以下参与，迈优力应承担责任： - Initiate any of the materials, their content, or their concept; or 起草任何资料及其内容或概念；或 - Influence the content/balance/scope of the materials and agenda of the meeting; or 影响资料和会议议程的内容/协调/范围；或 - Choose or influence or pay directly or indirectly any of the authors or controllers of content. 选择或影响或直接或间接付款给内容的作者或控制者。 • No commercial influence on Mayoly products is allowed. 禁止给迈优力产品造成商业上的影响。 • Mayoly must have counterparts for the partnership, for example Mayoly visibility in all relevant materials, Mayoly input in content and agenda of the activity/event and other tangible goods/services (e.g., a joint brochure). 迈优力在合作关系中必须有对应体现，如在所有相关资料中出现迈优力，迈优力对内容、活动日程、其他有形产品/服务（如合办手册）等的投入。 • Mayoly must be acknowledged as partner in all official materials and relevant communication. The Mayoly logo only is not sufficient and must be accompanied by a disclaimer specifying the type of contribution of Mayoly i.e., with the Partnership of Mayoly, Mayoly appearing under the specific section dedicated to partners etc. 所有官方资料和相关通讯中必须认可迈优力的合作伙伴身份。仅仅使用迈优力标识是不够的，必须带有明确迈优力所做贡献类型的说明，如“与迈优力合作”的声明，或迈优力出现在专门列示合作伙伴的部分等。
Initiator & Mayoly Staff **发起人&迈优力员工**	• It can be initiated by all Mayoly functions except Promotion Team of Hospital BU. 可由医院事业部的推广团队以外的所有迈优力职能部门发起。 • Initiator must verify that the prospective partnership does not create a conflict of interest (e.g., the HCO is drafting guidelines potentially impacting Mayoly's products). 发起人必须核实潜在的伙伴关系没有造成利益冲突（例如，HCO 正在起草可能影响迈优力产品的指导方针）。
Audience **受众**	• HCPs 医疗卫生专业人士
Materials **资料**	• Non-promotional materials in tone and in substance, fair and balanced discussion of disease related information and all relevant therapeutic classes depending on the objective of the activity. Off-label information is prohibited. 在表面和实质上皆为非推广性质的资料，根据活动目标，公平、公正地探讨疾病相关信息及所有相关治疗课程。禁止讨论超适应症信息。 • The materials used must be reviewed and approved in accordance with applicable non-promotional materials review SOPs. 所用资料必须根据适用的非推广材料审批流程加以审核并获得批准。

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Contract **协议**	• Contract with the third-party is required. 必须与第三方签约。 • The financial support, roles and responsibilities of each party, Fee-for-service provided to HCPs when they are engaged by the third-party, the related event, the services/benefits received in exchange of the partnership and the obligation of the third-party to disclose the partnership incl. in event's/activity's materials must be included in the contract. 财务支持、各方的角色和职责、第三方聘用 HCP 时向 HCP 提供的服务费、相关活动、因合作关系换得的服务/利益、第三方在活动资料中披露合作关系的义务必须包括在协议中。 • Fee-for-service with HCPs must be appropriate and in line with MAYOLY's methodology. 与 HCP 之间的付费服务适当，并遵守迈优力的方法。
Expenses Classification **费用分类**	• Line of the Initiating function. 计入发起部门相关产品线费用。 • Non-promotional expense in accordance with the Business Controller's Handbook. 根据《财务控制手册》计为非推广费用。
Key Performance Indicators (KPIs) **关键绩效指标（KPI）**	Appropriate KPIs for these activities may include: 适当的关键绩效指标可能包括： - Increase in knowledge of the overall scientific content in the event (but not expressed as product knowledge increase). 活动中整体科学内容的知识增加(但不表示为产品知识的增加)。 Inappropriate KPIs include, but are not limited to: 不适当的关键绩效指标包括但不限于： - Return on investment (ROI) on sales 销售投资回报率 - Sales /market share increase; and 销售/市场份额增加；和 - Increase in licensed or unlicensed product awareness 对经许可的或未经许可的产品的认知提高

7. Grants versus Sponsorships versus Partnerships 资助、赞助与合作

Note that participation support to HCPs is not included in the table below
请注意，下表中不包括对 HCP 提供参会支持

Area 领域	Grant 资助	Sponsorship 赞助	Partnership 合作
Principle **原则**	- No return in exchange for funding. 提供资助，不要求回报。 - Not pre-defined or open to all companies but designed to obtain funding	- Funding in exchange for a genuine service 提供赞助换取实际服务。 - Open to all companies and criteria/terms for sponsorship must be pre-defined and publicly listed (e.g., congress	- Clear rationale for partnering for an activity. 有明确的理由合作开展活动。 - Funding in exchange of a service / counterpart

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	from a specific company or group of companies. 不预设，不对所有企业开放，而旨在获取特定企业或企业集团的资助。 - Refer to the GLB-DIR-005 Grants and Donations for more details. 更多详情请参阅 GLB-DIR-005“资助和捐赠”。	website) or available on request. 对所有企业开放，必须预设赞助标准/条款并公示（如大会网站）或可应要求提供。	为换取服务/对等条件而提供资金。
Unsolicited or Not **主动请求与否**	Unsolicited 应请求提供	Either Can be solicited or unsolicited 应请求或主动提供均可	Either Can be solicited or unsolicited 应请求或主动提供均可
Purpose **目的**	Non-profit. Educational or Scientific advancement. 非营利性。促进教育或科学进步。	Any legitimate medical or business purpose. 合法的医学或商业目的。	Any legitimate medical or business purpose. 合法的医学或商业目的。
Control **控制**	No Mayoly control or influence on activity except funding and request for transparency. 除资金支持及要求透明度以外，迈优力不控制或影响活动。	Mayoly does not control or provide input in the activity (e.g., agenda) except for the activities organized by Mayoly and provided as counterpart (e.g., satellite symposium for a slot) 迈优力不控制活动或参与在活动中（如议程），除非是迈优力组织、作为对应方提供的活动，如某一时段的卫星会。	Mayoly controls and provides input in the activity jointly with the partner. 迈优力控制活动并与合作伙伴共同参与到活动中。

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Fees & Approval Process **费用&审批流程**	Amount requested by grant applicant and approved in accordance with GLB-DIR-005 Grants and Donations and GLB-SOP-006 or any other applicable procedural document. 资助申请人申请款项，根据 GLB-DIR-005“资助与捐赠”和 GLB-SOP-006 或任何其他适用的程序文件审批。	- Must be fair market value in exchange for the services. 必须是交换服务的公平市价。 - As per review and approval process for activities, if and when applicable. 根据适用的活动审核批准程序。	- Must be fair market value in exchange for the services. 必须是交换服务的公平市价。 - As per review and approval process for activities, when applicable. 根据适用的活动审核批准程序。
Expenses Classification (In accordance with the Business Controller’s Handbook) **费用分类**（根据《财务控制手册》）	Internal Medical Operations line. 内部医学部运营预算。	Initiator’s budget line depending on the nature of the activity (e.g., promotional, or non-promotional). 发起人预算，取决于活动性质（如推广性或非推广性）。	Initiator’s budget line, non-promotional expense. 发起人预算，非推广性。
Transparency **透明**	- Transparency of Mayoly Grant required. 需曝光是迈优力资助。 - Mayoly logo is not required. If present, a small discrete Mayoly logo is acceptable 不要求出现迈优力标识。如出现，独立的迈优力小标识亦可。	- Transparency of Mayoly Sponsorship required. 要曝光是迈优力赞助。 - Mayoly Logo is not sufficient. 仅出现迈优力标识是不够的。	- Transparency of Mayoly Partnership required. 要曝光是与迈优力合作。 - Mayoly Logo is not sufficient. 仅出现迈优力标识是不够的。
Agreement **协议**	Required 要求	Required 要求	Required 要求

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Examples **举例**	- Independent Medical Education. 独立医学教育。 - Patient Education Program. 患者教育项目。 - Research. 研究。	- Fee in exchange for congress booth. 支付费用换取大会展台。 - Fee in exchange for satellite symposia. 支付费用换取卫星会。	- Partnership with an HCO for a scientific program on a disease area. 与 HCO 合作提供某一疾病领域的科学项目。 - Partnership with a PO for a disease awareness program. 与患者组织合作提供疾病认知项目。

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8. Field Activities 外勤活动

8.1 Promotional Activities 推广活动

- All activities initiated and conducted by Promotional Team of Hospital BU must include only **on-label information**.
  由医院事业部的推广团队发起和执行的所有活动必须只包含**经批准的适应症信息**。

- **Off-label information is strictly prohibited** in interactions and activities organized and carried out by Promotional Team of Hospital BU.
  在由医院事业部的推广团队主办和实施的互动交流和活动中**严禁超适应症信息**。

- Activities initiated and organized by other functions which Medical Representatives can attend and participate in can be found in the relevant sections of this Directive and the Global Policy Medical Science Liaison (MSLs).
  由其他职能部门发起和主办、医药代表可以参加和参与的活动可参阅本指南以及《医学联络官全球政策》。

- All associated expenses with Promotional Team of Hospital BU initiated activities must be accounted for under a **product line and as promotional expenses**.
  医院事业部的推广团队所发起活动的所有相关费用必须作为**某一产品线的推广费用计入费用**。

- The materials used in frame of Promotional activities, incl. presentations, invitations etc. must be reviewed and approved in accordance with the applicable Promotional Materials SOPs including the applicable SOP in the Host Country.
  推广活动框架内所用资料，包括演示、邀请等，必须根据适用的《推广资料标准操作流程》（包括东道国的适用标准操作流程）加以审核并获得批准。

- All materials must be on-label. Branding elements such as product brand logo and colors are permitted for use in materials.
  所有资料必须为经批准的适应症信息。产品品牌标志和颜色等品牌要素允许用于资料。

- The activities described on the next page represent the most common Promotion Team Activities.
  下一页描述的活动代表最常见的推广团队活动。

- For participation support to HCPs to Congresses/Third-party events **sponsorship of HCPs at international and national congresses/third-party events**, Promotion Team can suggest HCPs that will be invited by the office-based functions (e.g., Marketing Team of Hospital BU).
  对于**在国际性和全国大会/第三方活动上对 HCP 提供参会支持**，销售团队可以向办公室职能部门（例如医院事业部的市场团队）建议邀请的 HCP。

Appropriate KPIs for Promotional activities (excluding participation support to HCPs) may include:
推广活动的适当关键绩效指标（不包括对 HCP 提供参会支持）可能包括:

- Return on investment in terms of sales, but not on individual HCPs
  销售投资回报率，但不可根据单个 HCP 计算

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- Sales/market share increase
  销售/市场份额增加；
- Market penetration
  市场渗透率
- HCP's satisfaction in quality and appropriateness of content and logistics; and
  HCP 对内容的质量和适当性以及后勤满意度；和
- other sales related indicators
  其他销售额相关指标。

Inappropriate KPIs for Promotional activities include, but are not limited to:
推广活动的不适当关键绩效指标包括但不限于:

- Increase in awareness of unlicensed Mayoly products/indications
  对未经许可的迈优力产品/适应症的认知提高
- Return on Investment on expenses related to participation support to HCPs
  对 HCP 提供参会支持相关费用的投资回报率

One-to-One call **一对一拜访**	• One-to-one meeting with an HCP active in the disease area with on-label content, at the HCP office/hospital/retail pharmacy. 与活跃在治疗领域的 HCP 在其办公室/医院/零售药店开展一对一拜访，讨论药品经批准的适应症信息。 • Only approved materials can be used, in accordance with applicable materials approval procedural documents. 根据适用的资料批准程序文件，仅可使用经批准的推广资料。 • No hospitality can be provided. 不得提供招待。 • Can be face-to-face or remote, via a digital service allowing real-time one-to-one call through an Internet platform and telephone line. The platform must be approved for local use, please refer to Global IT. 可以是面对面或通过互联网平台和电话线实现实时一对一通话的数字服务开展的远程拜访。平台必须获得本地使用的批准，请咨询全球信息技术部门。
Group call **集体拜访**	• Group meeting with several HCPs, initiated by medical representatives, with on-label content only, at the HCP office/hospital/retail pharmacy. 经医药代表发起，与多名 HCP 在其诊所/医院/零售药店集体拜访，仅讨论药品经批准的适应症信息。 • Only on-label approved materials can be used, in accordance with applicable procedural documents. 根据适用的程序文件，仅可使用经批准的适应症批准的推广资料。 • No hospitality can be provided. 不得提供招待。 • Can be face-to-face or remote, via a digital service allowing real-time one-to-one call through an Internet platform and telephone line. The platform must be approved for local use, please refer to Global IT 可以是面对面或通过互联网平台和电话线实现实时一对一通话的数字服务开展的远程拜访。平台必须获得本地使用的批准，请参阅全球 IT 部门的意见。

Retail pharmacy/ **Hospital Department meeting** **零售药店/医院科室会议**	• Meeting planned by the medical representative of Promotion Team of Hospital BU, organized within a hospital/pharmacy. 由医院事业部推广团队的医药代表计划的会议，在医院/药店内组织。 • Content is on-label, can be product and disease-related information. 内容是针对经批准的适应症信息，可以是与产品和疾病相关的信息。 • The medical representative of Promotion Team of Hospital BU is the only speaker. 医院事业部推广团队的医药代表是唯一的讲者。 • This meeting assumes preparation in advance, including agenda preparation, sending out the invitations to participants and obtaining proof of performance (e.g., signed attendance sheet, photo of event, etc.) 此类会议假设提前准备，包括议程准备、向参加者发出邀请和获取参与证明（例如，签到表、活动照片等）。 • Only approved materials can be used, in accordance with applicable procedural documents. 根据适用的程序文件，只能使用经批准的材料。 • Moderate hospitality may be provided. For hospitality related requirements please refer to Appendix B: Hospitality Standard and Requirements. 可提供适当的招待。关于科室会的招待标准请参见附录 B：招待标准及相关要求。 • In exceptional cases where round table meals are required, pre-approval from District Manager and Regional Manager must be obtained. 在极特殊的情形下需要在院外用餐，必须在会议前获得地区经理、大区经理的批准。

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Speaker meeting **讲者会议**	• Meeting planned with external HCP as a speaker. Mayoly staff can be a speaker in addition to external speaker. 计划与外部 HCP 作为讲者举行的会议。除了外部讲者外，迈优力员工还可以是讲者。 • Content is on-label, can be product and disease-related information. 内容是针对经批准的适应症信息，可以是与产品和疾病相关的信息。 • Venue is typically outside the HCPs work practice (e.g., outside of the hospital) but must always be appropriate and business-like. These meetings can also take place in the HCPs work practice in case if HCP attendees are from other HCOs (preferably) or, at minimum, are from different departments of the HCO than the speaker. 地点通常在 HCP 工作场所之外（如医院外），但必须始终适当且是商务性质的地点。此类会议也可以在 HCP 工作场所中进行，如果 HCP 与会者来自其他 HCO（最好情况），或者至少来自该机构中讲者所在科室之外科室。 • In any case such meetings cannot be organized if attendees are working in the same department as the speaker. 在任何情况下，如果与会者与讲者在同一部门工作，则不得组织此类会议。 • Moderate hospitality may be provided in compliance with local rules (Refer to Appendix B). 可提供适度的招待（参见附录 B）。 • Can be face-to-face or remote, via a digital service allowing real-time exchanges (e.g., the speaker can present through web-based technology). 可以是面对面或通过允许实时沟通（例如，讲者可以通过网络技术进行演示）的数字服务开展的远程会议。 • Requirements described in the section of Promotional Meetings must apply. 必须适用推广会议部分描述的要求。
Logistics Support to Non-promotional activities **对非推广活动的后勤支持**	**Pre-event activities:** **会前活动：** • Proposal of participants: it must be made based on non-commercial criteria that will be pre-determined and provided to the Promotion Team of Hospital BU by Medical, for them to be able to propose the participants who will then be validated by Medical. 参加者建议：必须基于非业务标准制定，标准由医学部预先确定并提供给医院事业部推广团队，以便医院事业部推广团队能够对参与者做出建议，然后由医学部进行确认。 • Distribution of a «save the date» with title of the meeting, date, city and speakers name only. 分发会议邀请，仅包括会议名称、日期、城市和讲者姓名。 • Upload of the names of interested HCPs in the applicable event management system, if applicable. 在适用的会议管理系统中上传相关 HCP 的姓名（如适用）。 • Follow-up of invitations which are sent by Medical. 跟进由医学部发出的邀请。 **On-site:**

	现场： • It is recommended that logistical support is provided by Medical staff or by external agencies. 建议由医学部人员或外部机构提供后勤支持。 • If there are still resources related constraints, it may be exceptionally permitted that logistical support is provided by the Promotion Team of Hospital BU personnel on-site but only up until the meeting starts (e.g., facilitating the collection of attendees' signatures in the attendance sign-in sheet signature). 如果仍然存在与资源相关的限制，则可以破例允许医院事业部推广团队人员在现场提供后勤支持，但只能在会议开始之前提供（例如，帮助收集与会者在签到表中的签名）。 • Before the meeting starts, the Promotion Team of Hospital BU personnel must leave the meeting. Promotion Team of Hospital BU personnel are not allowed to attend the meeting including during reasonable breaks and meals (if applicable). 会议开始前，医院事业部推广团队人员必须离开会议。医院事业部推广团队人员不得参加会议，包括在合理的休息和用餐时间（如适用）。 • This support by the Promotion Team of Hospital BU must not be viewed as an opportunity for business interactions with HCPs invited to the meeting. 不得将医院事业部推广团队的这种支持视为与受邀参加会议的 HCP 进行业务互动的机会。

8.2 Medical Science Liaison (MSL) Activities 医学联络官（MSL）活动

Please refer to the Global Policy Medical Scientific Liaison (MSL), 306141-PLY for detailed information relation to MSL activities. Information will not be duplicated within this Directive.
有关医学联络官活动的详细信息，请参阅全球医学联络官政策，306141-PLY。本指南中将不重复该信息。

Hospitality cannot be provided to HCPs for planned one-to-one visits. Reasonable hospitality (e.g., snack, coffee) may be provided in other circumstances, please refer to Country Profiles.
对于计划的一对一访问，不能向 HCP 提供招待。在其他情况下，可提供合理的招待(如点心、咖啡)。

9. Fee-for-Service Interactions with HCPs 与 HCP 的付费服务互动

Fee-for-service engagements must follow the *CN-SOP-001 HCP Speaker and Consultant Management SOP* of Mayoly China in terms of speaker class, FMV, and other general requirements.
付费服务在讲者/咨询顾问级别、公平市价以及其他总体要求方面，必须遵守迈优力中国《CN-SOP-001 医疗卫生专业人士讲者和咨询顾问管理规程》。

10. Hospitality 招待

Hospitality may be provided solely to enable HCPs to participate in congresses/third-party events (HCPs participation support) or to enable HCPs to participate in Mayoly organized meetings as attendees or service providers.
仅在 HCP 作为参加者或者服务提供者参加大会/第三方会议（HCP 参会支持）或者参加由迈优力主办的会议时，可提供招待。

Hospitality includes reasonable travel, accommodation, meals, and registration fees (for third-party events only) that the HCPs would normally be prepared to pay for themselves.
招待包括 HCP 通常自付的合理的差旅、食宿、餐饮和注册费 （仅限第三方活动）。

Hospitality may only be provided in connection with a business or scientific meeting.
招待的提供仅限于与业务或科学会议有关。

Hospitality must always be ancillary to the meeting and never be the purpose of interaction with an HCP. It must not be provided for the purpose of or must not constitute any inducement or reward to prescribe, supply or recommend Mayoly products.
招待必须始终基于会议的发生，不得成为与 HCP 互动的目的。招待的提供不得作为对处方、供应或者推荐迈优力产品的引诱或奖励。

The below requirements apply to both Third-party Events (e.g., congress sponsorship, participation support to HCPs) and Mayoly organized Meetings.
以下要求同时适用于第三方活动（例如大会赞助、对 HCP 提供参会支持）和迈优力主办的会议。

Hospitality including accommodation booking etc. can only be centrally arranged by Mayoly or its suppliers (e.g., travel and event management agencies) unless required differently by the local regulations or when impossible.
包括住宿预订等在内的招待只可以由迈优力或其供应商集中安排，如旅行社或会务公司，当地法规另有要求或不可能的情况除外。

Out-of-pocket expenses may be reimbursed if these are legitimate hospitality expenses as described in this section, they cannot be arranged and paid centrally (e.g., taxi expenses), they are transparently agreed between Mayoly and the HCP though a contract or invitation and there is a robust process in place to ensure that the reimbursement is made based on legitimate invoices or receipts. Reimbursement shall be made through electronic transfer. Please refer to *CN-SOP-003 Activity Review and Approval SOP*.
在满足如下条件的前提下，自付开支可以报销：属于本节中所述的合理招待费，且无法实现集中支付（如出租车费等）；迈优力和 HCP 之间通过协议或邀请函明确就自付开支达成一致；存在健全的内部流程确保是基于合法、真实、合理的发票或收据进行报销。报销应通过电子转账进行。请参考《CN-SOP-003 活动审核与批准 SOP》。

Mayoly must monitor the participation of supported HCPs at events and meetings. If it is apparent that the HCP did not participate, this must be recorded and be taken into consideration for future invitations. The same applies in case that it is apparent that the HCP did travel but not participate in the scientific event or meeting.
迈优力必须监督受到支持的 HCP 在活动和会议上的参与情况。如果该 HCP 显然并未参加该活动，则必须记录该情况，并且在将来的邀请中将该事件考虑在内。本规定同样适用于 HCP 的确已前往但并未参加科学活动或会议的情况。

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Appropriate KPIs for hospitality include:
适用于招待的关键绩效指标包括:

- HCP's satisfaction with the quality and efficiency of the logistics.
  HCP 对后勤质量和效率的满意度。

Inappropriate KPIs for hospitality include:
不适用于招待的关键绩效指标包括:

- Return on investment in terms of sales from the invited HCPs
  来自受邀 HCP 的销售投资回报率
- Sales increase from the invited HCPs
  来自受邀 HCP 的销售额增加
- Increase in invited HCP's awareness of Mayoly products/data
  受邀 HCP 对迈优力产品/数据的认知提高
- Increase in invited HCP's willingness to prescribe or favor Mayoly products or to be an Mayoly product advocate
  受邀 HCP 对处方或偏好迈优力产品，或成为迈优力产品倡导者的意愿增强
- Increase in the invited HCP's engagement or loyalty to Mayoly
  受邀 HCP 对迈优力的投入度或忠诚度增加

10.1 Location of the Event 活动地点

The below applies to both third-party and Mayoly organized meetings.
以下内容适用于第三方和迈优力组织的会议。

The selection of the location that the meeting takes place must make logistical sense.
会议召开地点的选择必须合情合理。

This applies to the case that an Mayoly unit organizes meetings outside its home country. This may only be allowed if:
这一点适用于迈优力在境外主办会议的情形。只有在满足以下条件的前提下，方可在境外举行会议：

a) Most of the invitees are from outside of its home country and given the countries of practice of most of the invitees, it makes greater logistical sense to hold the meeting in a country or
   大多数受邀者均来自本国之外，同时考虑到大多数受邀者的执业地所在国，在一个国家主办会议更合乎逻辑，或

b) The location is genuinely renowned for scientific reasons (e.g., hospitals as centers of excellence for preceptorships), and the resource or relevant expertise there located is the object or subject matter of the meeting.
   该地点确实因科学原因而闻名（例如医院可作为卓越中心开展辅导计划），且该地点的资源或相关专业知识是会议的目标或主题。

The location is not a touristic destination where the combination of timing/season and location would make the stay at this area a popular option for tourists (e.g., beach resorts in summer, ski resorts in winter, festivals, exhibitions, tournaments).
This does not apply when the participants and the initiating function are based in the same district (e.g., meeting organized with local HCPs at a business venue in Sanya during July).

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该地点不得是旅游胜地，且不会因为时间/季节和地点的组织使得逗留此地成为旅游者的热门选择（例如夏季的海滩度假地、冬季的滑雪胜地、节日、展览以及锦标赛等）。上述标准不适用于参加者和发起部门在该地区工作的情况（例如 7 月份在三亚的一个商务会场与当地的 HCP 组织的会议）。

If the location is a big business city which is also a touristic location (e.g., Shanghai.), the selected venue and all relevant activities (e.g., meals) must be far from touristic sightseeing, monuments etc. and must meet the criteria described in this section.
如果该地点是一个大型商业城市，也是一个旅游地点(如上海等)，所选场地和所有相关活动(如餐饮)必须远离旅游观光、古迹等，并且必须满足本节中描述的标准。

When planning a meeting, initiator shall review and apply restrictions of the Host Country and, if required by respective country rules (Country Profiles), the restriction of the Home Country (in such case the stricter rule shall apply).
计划会议时，发起人应审查并应用东道国的限制，如果相应的国家法规(《各国概况》)有要求，还应审查并应用执业地所在国的限制(在这种情况下，应适用更严格的规定)。

For third-party events, Mayoly is not the organizer and not responsible for choosing the location where the third-party event takes place but Mayoly may decide not to participate whether through congress or individual sponsorship considering that Mayoly remains accountable for sending HCPs to such locations or generally be associated with such locations.
对于第三方活动，迈优力并非主办方且不负责选择第三方活动举办的地点。但考虑到迈优力仍需负责赞助 HCP 去往这些地点参会，或者通常与这些地点有关，故迈优力可以决定不对大会提供赞助，或者不赞助 HCP 参会。

10.2 Venue of the Event and Accommodation venue 活动和住宿场所

For Mayoly organized meetings, Mayoly facilities must be considered as first possible option.
对于迈优力主办的会议，应当尽可能首先考虑使用迈优力内部设施。

The venues for the events and accommodation (i.e., hotels) must be business oriented, moderate, and conducive to the main purpose of the meeting (i.e., large number of rooms, appropriate equipment, and facilities). The below venues/hotels are prohibited from being used:
用于会议和住宿的地点（例如酒店）必须为商务导向、适中且有利于实现会议的主要目的（如客房数量充裕、设备和设施合适等）。以下会场/酒店禁止使用：

- Any hotel/venue if it has a luxury reputation whatever the star rating.
  无论星级如何，任何以奢华著称的酒店/会场。
- Any hotel/venue with luxury facilities such as for e.g. (1) superlative services: extra room services not included in standard, dry cleaning, private assistance, (2) luxury meal service: different from standard open buffet or pre-determined menus, (3) luxury rooms: private concept rooms, small number of rooms)
  任何配备豪华设施的酒店/会场，如：1）高级服务：标准服务中不包括的额外服务、干洗、个人助理；2）豪华餐饮服务：不同于标准自助餐或预定菜单；3）豪华客房：私人客房，稀有客房。
- Chains with mixed luxury/non-luxury reputation can be used but only if away from tourist context (e.g., near airport, business centers).

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同时拥有豪华/非豪华声誉的连锁酒店可以使用，但必须远离旅游场所（应当靠近机场、商业中心等）。

- Hotels/venues with significant sports or leisure facilities, such as golf, spas, private beach, cabarets, casinos, theatres, vineyards, live music, clubs, boats, museums, gourmet restaurants, theme parks, aquaparks or similar recreational elements are never allowed in any circumstances.
  配备明显休闲娱乐设施的酒店/会场，例如高尔夫、温泉、私人海滩、夜总会、赌场、剧院、酒庄、现场演奏、俱乐部、划船、博物馆、星级餐厅、主题公园、水上公园或类似的休闲要素在任何情境下均不可使用。

Where a business activity/meeting is held in a hotel or requires overnight accommodation, Mayoly prefers the use of four-star hotels if they meet the above criteria.
The use of five-star hotels may only be permitted if it is allowed under the applicable countries' regulations and/or for corporate security reasons. In such case, Five-star hotels must be assessed in accordance with the requirements set out in this Directive and employee must avoid to choose the hotels in any kind of local high-risk hotel/restaurant list.
当某个商务活动/会议需要在酒店举行或需要住宿时，迈优力首选满足上述标准的四星级酒店。仅当适用国家的法规允许和/或出于公司安全原因许可，才允许选择五星级酒店。在这种情况下，必须根据当地对于酒店的相关规定，避免选择公司认定的高风险酒店/餐厅。

For meetings initiated or events sponsored by Global or other units outside the country, the applicable country Clearance List must be complied with.
对由全球总部或其他单位在本国/地区以外发起的会议或赞助的活动，必须遵守适用国家/地区的《酒店许可清单》。

Accommodation Cap per night for each HCP attendee participating Mayoly organized meetings (Incl. breakfast and excl. Tax):
参加迈优力主办会议的每位医疗卫生专业人士参加者每晚的住宿限额参见附录 B – 招待标准

10.3 Event/meeting program and Entertainment Prohibition 活动/会议项目与禁止娱乐活动

Mayoly must never facilitate, finance, provide, sponsor, recommend, suggest, organize or attend any form of entertainment, either directly or indirectly through its third parties (e.g., travel and event management agencies). This includes but it is not limited to organizing activities or sponsoring events
迈优力不得安排、资助、提供、赞助、推荐、建议、组织或参加任何形式的娱乐活动，无论直接或通过其第三方间接参加（如旅行社及会务公司等）。此项规定包括但不限于符合以下条件的活动组织和会议赞助

- Where a social program is involved
  安排了社交活动
- Where concerts, live music or dancing program is scheduled
  安排了音乐会、现场演奏或舞台节目
- Where promenades, tours, visits (e.g., art exhibitions, museums) or excursions are scheduled
  安排了兜风、游览、参观（如艺术展、博物馆）或短途旅行
- Where sports or other recreational activities are involved

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涉及运动或其他休闲活动

- Free time in the event program is included which does not correspond to reasonable breaks (e.g., for meals, tea/coffee)
  活动项目中包含与用餐、茶/咖啡等合理茶歇无关的自由时间

For third-party events whether for congress or HCPs' participation support, Mayoly must monitor from an early stage the program of the event including the official websites of the event to ensure that the above requirements are met.
对于第三方会议，无论是赞助大会还是对 HCP 提供参会支持，迈优力必须从项目的早期阶段开始监督（包括会议官网），以确保符合上述要求。

In case that the Mayoly Initiator identifies any problematic elements, Mayoly must contact the congress organizer and ask for the removal and cancellation of the problematic elements via phone or in writing stating that Mayoly
如果迈优力发起人发现任何有问题的元素，他/她必须通过电话或书面形式联系大会主办方，要求去除和取消有问题的元素，声明迈优力

- Abides by IFPMA, EFPIA codes and local applicable codes (e.g., PhRMA Code, IMC Code for Canada, etc.).
  遵守国际药品制造商协会联合会 、欧洲制药工业协会联合会规范和当地适用的规范（如美国医药研究与制造商协会规范、加拿大 IMC 规范等）。
- Does not accept the presence of any social or entertainment elements or accompanying people fee/program, included in the registration fees.
  不接受存在任何社交或娱乐元素，或者包含在注册费中的陪同人员费用/项目。
- Recommends not to include any optional social/entertainment elements or any accompanying people fee/program, even if not included in the registration fees as they constitute a potential breach of the letter and spirit of the IFPMA/EFPIA Codes and damage the industry reputation.
  建议不包含任何可选的社交/娱乐元素，或者任何陪同人员的费用/项目，即使注册费中不包含。因为它们可能对国际药品制造商协会联合会 /欧洲制药工业协会联合会规范的文字和精神构成潜在的违反，同时损害行业信誉。

If the congress organizer refuses to remove and cancel the problematic elements, Mayoly must ask for separation of the cost for such social/entertainment elements from the registration fees when Mayoly provides participation support to HCPs. Mayoly must not provide participation support to HCPs if this separation is not made. The separation of these elements from the registration fees may not be sufficient to mitigate the risk of being associated with such activities and depending on the extravagance of these elements, Mayoly may decide not to sponsor such an event in any case whether through a congress or HCPs participation support. In the latter case, if Mayoly decides to participate considering the associated risks, how key this congress is to Mayoly strategy, Mayoly must ask for a written confirmation from the congress organizer that the Mayoly sponsorship will not be used in any manner to finance or support any problematic elements.
如果大会主办方拒绝去除或取消有问题的元素，当迈优力向 HCP 提供参会支持时，必须要求从注册费中单独分离此类社交或娱乐元素的费用。如未进行分离，迈优力不得向 HCP 提供参会支持。从注册费中分离这些元素可能并不足以降低与此类活动有关联的风险，同时根据这些元素的奢侈程度，迈优力可以决定不以任何方式赞助该会议，无论是赞助会议，或向 HCP 提供参会支持。在向 HCP 提供参会支持的情况下，如果考虑到相关的风险以及此次大会对于迈优力战略的重要性，迈优力决定参与，则迈优

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力必须向大会主办方请求书面确认，即迈优力的赞助不得以任何形式资助或支持任何有问题的元素。

Proof of the communication with the congress organizer, decision to participate or not and its rationale must always be kept in Mayoly files.
与大会主办方沟通的证明，以及参加与否的决定及其理由等，必须始终在迈优力文件中存档。

10.4 Travel 差旅

Travel must be arranged to minimize free time, costs and overnight stays and must be tailored to the duration of the event or meeting (i.e., first convenient itinerary before the start or after the end of the event or meeting).
差旅必须按照最少的自由活动时间、成本支出以及过夜停留进行安排，且必须根据会议或会议的期限进行定制（即在活动或会议开始前或结束后最便利的行程）。

Travel must be arranged to minimize free time, costs and overnight stays and must be tailored to the duration of the event or meeting (i.e., first convenient itinerary before the start or after the end of the event or meeting).
差旅必须按照最少的自由活动时间、成本支出以及过夜停留进行安排，且必须根据会议或会议的期限进行定制（即在活动或会议开始前或结束后最便利的行程）。

Travel may include air travel, train, or other ground transportation. For specific limits on ways of transportation please refer to Appendix B Hospitality Standard and Requirements.
差旅可包括航空差旅、火车或其他地面交通。对于相关交通工具的选择以及标准请参见附录 B：招待标准及相关要求

All travelers with an itinerary that involves crossing a country border must obtain all required travel documents (i.e., visa, passport, or other required documents) prior to the business departure. Passport cost must not be reimbursed. Visa cost can be reimbursed.
所有涉及跨国行程的参会人员在出发之前必须取得所有要求的旅行文件（即签证、护照或其他要求的文件）。护照费用不得报销。签证费用可以报销。

Mayoly may exceptionally provide travel which is not tailored to the duration of the event/meeting only if requested by HCPs, they can demonstrate in writing that they have a valid business or scientific reason for a different travel time, and it does not represent a higher cost for Mayoly compared to the tailored travel to the duration of the event/meeting.
当且仅当 1）HCP 提出请求；2）他们可以书面阐明其具有实际的业务或科学理由；3）对比针对会议/议程期限定制的行程，该改变未对迈优力带来更高的成本时，迈优力可以特别向 HCP 提供非按照会议/会议期限定制的行程。

Mayoly may exceptionally provide travel which does not have as origin or destination the HCPs practice or residence city only if requested by the HCPs, if they can demonstrate in writing that they have a valid business or scientific reason for a different origin/destination and if it does not represent a higher cost for Mayoly compared to the tailored travel to the city of practice or residence of the HCP.
当且仅当 1）HCP 提出请求；2）他们可以书面阐明其具有实际的业务或科学理由；3）对比针对 HCP 执业地所在城市或住所定制行程，该改变未对迈优力带来更高的成本时，迈优力可以特别提供以该 HCP 非执业地所在城市或住所为起点或目的地定制的行程。

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10.5 Meals and beverages 餐饮

Mayoly can only provide meals and beverages which are moderate, reasonable, and ancillary to the main purpose of the event.
迈优力只可以提供适中、合理以及与会议主要目的所附带的膳食和饮料。

Meals are limited to breakfast, lunch, dinner, and coffee/tea breaks in connection with participation at third-party events and Mayoly organized meetings. For limited hospitality at Mayoly booths at congresses, requirements in the relevant section must be respected. Mini-bar or other personal room expenses must not be reimbursed.
餐饮仅限于在第三方会议和迈优力主办会议上提供的，与参加者有关的早餐、午餐、晚餐和咖啡/茶歇。关于第三方大会上迈优力展台中的有限招待，必须参照相关章节中的要求。此外，迷你酒吧或其他个人房间费用不得报销。

Moderate consumption of alcohol drink is permitted in the context of a meal only (this does not include occasions where lunchboxes are provided).
适度的酒水只可在正餐中（不包括盒饭）提供。
For specific meal related limits and requirements, please refer to Appendix B Hospitality Standard and Requirements.
针对餐饮的相关限额和具体要求请参见附录 B：招待标准及相关要求

Meals for meetings should take place as the meeting venue. If there is legitimate rationale to have meals outside the meeting venue, restaurants close to the event venue should be selected. Meals should not take place in another city where the event is organized.
会议用餐应当发生于会议举办的场所。如的确需要在会场之外的地点用餐，则应按照就近原则选择用餐场所。不得跨城市用餐。

Meals in connection to meetings held between the senior office-based personnel and HCPs/HCOs to discuss specific projects shall not be organized in a frequent manner. Under the condition that it is pre-planned, business meeting meals can be organized by certain type of positions with HCPs. For specific requirements please refer to Appendix B: Hospitality Standard and Requirements.
不应频繁组织高级办公室人员与 HCP/HCO 之间讨论特定项目的会议相关的用餐。在有计划的前提下，部分员工可以与 HCP 组织讨论特定项目的相关用餐，即业务会议用餐。关于业务会议用餐的相关要求参见附录 B：招待的标准及相关要求。

Any claims from Mayoly employee in relation to meals with HCPs must be accompanied with the HCP names.
迈优力员工提出的与 HCP 用餐相关的任何报销必须附有 HCP 的姓名。

For meals outside the Home Country of the HCPs, the meal limit for the Host Country must be applied unless stricter rules apply in the Home Country of HCP.
对于 HCP 执业地所在国之外的餐饮，必须适用东道国的餐饮限制，除非 HCP 执业地所在国采用最严格的规则。

10.6 Accompanying people 陪同人员

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Mayoly must never facilitate, finance, organize, sponsor, either directly or indirectly through its third parties (e.g., travel and event management agencies), the participation of accompanying people to HCPs to any activity unless they qualify as participants in their own rights (i.e., they are HCPs and they have already been selected and invited by Mayoly separately).
在任何活动中，迈优力不得直接或通过其第三方（如旅行社或会务公司）安排、资助、组织、赞助 HCP 的陪同人员参会，除非此类人员自身有资格作为参加者（例如他们就是 HCP）并且他们已经被迈优力单独选择和邀请。

The above prohibition includes but it is not limited to organizing travel, accommodation but also ground transportation etc. for spouses, partners, children, family members and colleagues.
上述禁止规定包括但不限于为配偶、合作伙伴、子女、家庭成员以及同事组织差旅、住宿、地面交通等。

No accompanying people can be admitted in any Mayoly event or activity (e.g., meals, meeting, group transportation like bus transfer to/from the airport or restaurant). The HCP should be gently reminded that this is not allowed in accordance with the IFPMA/EFPIA Codes and other applicable codes that Mayoly abides by.
所有迈优力会议或活动中均不接纳陪同人员，如就餐、会议、组团交通（例如进出机场或餐厅的大巴）等。应当提醒 HCP，依据迈优力严格遵守的国际药品制造商协会联合会 /欧洲制药工业协会联合会规范和其他适用规范，此类行为不被允许。

If the congress organizer refers to accompanying people fees and other arrangements (e.g., program), the process which is described in the section Event/meeting program and entertainment prohibition must be followed.
如果大会主办方提及陪同人员费用或其他安排（如项目等），必须遵守“活动/会议项目与禁止娱乐活动”章节中所述要求。

If it comes to the attention of Mayoly employees that HCPs are accompanied by such people, through their own financial and logistical means, this must be recorded. Accompanying people may not attend any Mayoly organized events or meals or use Mayoly-organized facilities (e.g., taxis or shuttles).
如果迈优力的员工发现 HCP 由此类人员陪同（由其自行负责费用和后勤安排），必须进行记录。陪同人员不得参加迈优力组织的任何活动或用餐或使用迈优力安排的设施 (如出租车或班车)。

Mayoly Initiator must take this into consideration when inviting these HCPs in future events or meetings.
在将来的会议或会议中邀请这些 HCP 时，迈优力的发起人必须将此考虑在内。

10.7 Invitations 邀请函

It is required that written invitations are used for inviting HCPs to third-party events and Mayoly organized meetings. These invitations must
邀请 HCP 参加第三方活动和迈优力主办的会议时，要求使用书面邀请。这些邀请必须

- Be in writing.
  采用书面形式。

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- Contain clear indication of the business or scientific purpose of the event (i.e., title of the event, date, time, and place).
  包含对活动的商业或科学目的的清楚说明（即活动的标题、日期、时间和地点）。
- Provide guidance on the type of hospitality expenses that will be reimbursed by Mayoly and the relevant process (e.g., centrally arranged or for out-of-pocket, describe the process).
  对迈优力将报销哪些招待费用以及相关的流程提供指引（例如统一安排还是自行支付，描述流程）。
- Declare the relationship between Mayoly and the event (e.g., sponsored or organized by Mayoly).
  声明迈优力与活动的关系（例如由迈优力赞助还是主办）。
- State that Mayoly will not finance, reimburse, organize, or facilitate any social/entertainment element or accompanying people.
  声明迈优力将不会资助、报销、组织或安排任何社交/娱乐活动或随行人员参加。
- Not contain invitations to visit promotional booths on product or indications not approved in the Home Country of the HCP.
  不含对在 HCP 执业地所在国未经批准的产品或适应症的推广性展台的参观邀请。
- Include information on transparency disclosure requirements or request for transparency disclosure consent, when applicable.
  包含有关公开披露信息的要求，或征求对公开披露信息的同意（如适用）。

Invitations are optional in cases that a sponsorship contract is entered into in accordance with local requirements or a fee-for-service contract when the HCP delivers a service to Mayoly. Please refer to Form 3 for an invitation sample (this template is only an example).
如果依照本地要求签订了赞助协议或付费服务协议（当 HCP 为迈优力提供服务时），则可选择发出或不发出邀请。请参阅表格 3 中的邀请函样本（此模板仅为示例）。

10.8 Ban on gifts and cash equivalents or other items 禁止礼品和现金等价物或其他物品

Gifts: Gifts include anything of value or any benefit of any kind, including but not limited to vouchers, goods, or other non-financial benefits provided directly or indirectly through HCOs, are prohibited. Examples of gifts include sporting or entertainment tickets, electronics items, social courtesy gifts, personal services etc.
礼品:礼品包括任何有价值的物品或任何种类的利益，包括但不限于代金券、商品或其他通过 HCO 直接或间接提供的非经济利益，是被禁止的。礼品的例子包括体育或娱乐门票、电子产品、社交礼节礼物、私人服务等。

Cash and Cash equivalents: Providing or offering cash or cash equivalents such as supermarket vouchers is also prohibited.
现金和现金等价物:也禁止提供现金或现金等价物，如超市代金券。

Promotional Aids: Providing or offering promotional aids such as sticky notes, calendars etc., to HCPs in relation to the promotion of prescription only medicines is prohibited.
推广辅助物品：禁止向推广处方药的 HCP 提供推广辅助物品，如便利贴、日历等。

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Corporate Logo or Non-Branded Items: Pens and notepads can only be provided to HCPs in the context of an Mayoly meeting for the purpose of taking notes during the meeting.
公司标志或非品牌产品：笔和记事本只能在迈优力会议期间提供给 HCP，用于在会议期间做笔记。

Items of Medical Utility: Items may be offered or provided if such items are of modest value, do not offset routine business practices and are beneficial to enhancing the provision of medical services and patient care. They should not be offered on more than an occasional basis, even if each individual item is appropriate.
医用物品：如果这些物品价值适中，不抵消常规商业惯例，并且有利于加强医疗服务和患者护理的提供，则可以提供这些物品。即使每个物品都是适当的，也不应多次提供。

Informational or Educational Items: Inexpensive items provided to HCPs for their education or for the education of patients on disease and its treatments may be offered, provided that the items are primarily for educational purposes.
信息和教育物品：低价物品，可以向 HCP 提供用于他们的教育或对患者进行疾病及其治疗的教育，前提是这些物品主要用于教育目的。

Medical Books or Journals: Medical books can only be provided only to HCPs or HCOs with the objective of providing unbiased, balanced and scientifically rigorous information for medical education purposes. Refer to CN-SOP-004 Medical Books SOP.
医学书籍或期刊：仅可以被提供给 HCP 或 HCO，目的是为其提供无偏见、均衡及科学严谨的用于医学教育目的的资料。请参考《CN-SOP-004 医学书籍管理》。

11. Roles and Responsibilities 角色与职责

Role 角色	Responsibilities 职责
Function/Country Management (Owner of this Directive) 职能部门/国家管理层（本指南的所有者）	• Provide the necessary resources to support the implementation of this Directive including communication. 为本指南的实施（包括沟通）提供足够的资源支持。 • Ensure that employees complete any required training regarding this Directive. 确保员工完成必要的培训。 • Ensure that related Geography/Function/Country documents align with this Directive. 确保相关的区域/职能/国家相关要求与本指南一致。 • Be updated with the evolution of local, regional etc. external rules and requirements that may impact the Directive's relevant area and inform Business Ethics. 了解外部当地、区域等可能影响本指南相关内容的外部规定并与商业道德部门沟通。 • Maintain the Appendices of this Directive up to date with regards to evolution of external requirements or as needed. 维护《各国概况》及本指南的其他附录，确保按照外部规定保持更新。 • Escalate any questions, issues, or concerns to Business Ethics. 向商业道德部门报告任何问题、发现或疑虑。

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Role 角色	Responsibilities 职责
Business Ethics 商业道德部门	• Handle any questions on the content of the Directive. 处理任何有关本指南的问题。 • Update the Directive and contribute to the Directive's development. 更新指南并推动指南的制定。 • Be updated with the evolution of local, regional etc. external rules and requirements that may impact the Directive. 及时跟进可能影响本指南的本地、区域性外部规章和要求的变化。 • Ensure communication of the Directive in collaboration with the management to the impacted individuals and make the latest version of the Directive accessible in electronic format. 确保与主管一起与受影响的个人进行本指南的沟通，提供最新版本的本指南的电子格式。 • Ensure training is delivered and maintain the training records i.e., the training material and the attendance sign-in sheet for the face-to-face trainings. 确保提供培训并维护培训记录，即培训材料和面对面培训的签到表。 • Ensure periodic assessments are conducted to verify that related activities comply with this Directive. • 确保进行定期评估，以验证相关活动符合本指南。
Employees 员工	• Comply with this Directive and report violations to their management or Business Ethics. 遵守本指南，并且向其主管或商业道德部门报告违规行为。 • Raise any questions to Business Ethics. 向商业道德部门提出任何问题。

12. Definitions 定义

Term 术语	Definition 定义
HCP 医疗卫生专业人士	Healthcare Professional: any member of the medical, dental, pharmacy or nursing professions or any other person who during their professional activities may prescribe, recommend, purchase, supply, or administer a pharmaceutical product (IFPMA Code). HCP 是指所有医疗、牙科、药剂或护理专业人员，或者所有其他在其职业活动过程中可能开出处方、推荐、采购、供应或管理某一药品的人员（国际药品制造商协会联合会规范）。
HCO 医疗卫生专业机构	Any legal person that is a healthcare, medical or scientific association or organization (irrespective of the legal or organizational form) such as a hospital, clinic, foundation, university, or other teaching institution or learned society. It may provide services through one or more HCPs. HCO 是指所有医疗卫生、医学或科学协会或组织等法人（无论其法律或组织形式），例如医院、诊所、基金会、大学或其他教育机构或学习社团。可以通过 HCP 提供服务。
Home Country 执业地所在国	Country where the HCP practices. HCP 执业所在的国家。

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Term 术语	Definition 定义
Host Country 东道国	Country where the activity takes place. 活动发生的国家。
Initiator 发起人	The Initiator is responsible for the activity throughout all phases, preparation, completeness, accuracy, timeliness, documentation, securing required approvals, finalization, reconciliation, payments, archiving and close out, as well as execution of the activity in accordance with all applicable laws, regulations, codes and Mayoly procedural documents. 发起人负责整个活动阶段的准备、完整性、准确性、及时性、文件，获得所需的批准、定稿、对账、付款、归档和收尾，并根据所有适用的法律、法规、规范和迈优力程序文件执行活动。
International Congress Exception 国际大会例外情况	Promotional information which appears/is displayed in booths or is distributed to participants in international congresses may refer to products that are not approved in the Host Country or are approved under different conditions (e.g., different indications). 出现/展示在展台上或分发给国际大会参与者的推广信息可能是指在东道国未获得批准或在不同条件下获得批准的产品（例如，不同的适应症）。 The above exception is only allowed when: 只有在以下情况下才允许出现上述例外情况： 1. The product or indication is already approved in one or more countries 产品或适应症已在一个或多个国家获得批准。 2. This is allowed by Host Country. 东道国允许此类情况。 3. The congress is indeed a truly international, scientific event with a significant proportion of speakers and attendees coming from countries other than the Host Country. 大会确实是一个真正的国际性科学活动，有相当比例的讲者和与会者来自东道国以外的国家。 4. All promotional materials are accompanied by statements to mention that a) the product is not available locally and the countries where the product is registered b) if the promotional materials refer to prescribing information approved in country/is other than the Host Country, that the registration conditions may differ internationally. 所有推广材料均附有声明，说明 a）产品在当地和产品注册国家不可用 b）如果推广材料指的是在东道国以外的国家/地区批准的处方信息，注册条件在国际上可能有所不同。 All the above criteria must be satisfied, otherwise the international congress exception is not allowed. The Mayoly initiator of activities in international congresses must contact the Mayoly affiliate of the Host Country to check if the International Congress Exception can apply and if additional disclaimers/statements must be added. 必须满足以上所有标准，否则不允许出现国际大会例外情况。迈优力国际大会活动发起人必须联系东道国的迈优力分支机构，以检查国际大会例外情况是否适用，以及是否必须添加其他免责声明/声明。

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Term 术语	Definition 定义
Launch **上市**	Launch of a new product or indication of an existing product may only start following the Marketing Authorization approval. In some countries, the launch may only start following the price and reimbursement in accordance with strictest country rules. Please refer to GLB-DIR-002 Appendix D (Country Profiles) for country rules. 新产品或现有产品适应症的上市只能在上市许可批准后开始。在一些国家，只有按照最严格的当地规定定价和报销之后才能开始上市。 有关当地规定，请参阅 GLB-DIR-001 附录 D（《各国概况》）。
Pre-Launch Period **上市前阶段**	It is the period that follows the filing to Regulatory Authorities for a new product or a new indication of an existing product until the Launch. It is recommended that activities organized and conducted in the pre-launch period as specified in this Directive can take place no earlier than six months before the expected date of the Launch or else as specified in the relevant sections of each activity. 是指新产品或现有产品的新适应症向监管机构备案后至上市的一段时间。建议在本指南规定的上市前阶段组织和开展的活动不得早于预期上市日期前六个月，或按照每项活动相关章节中规定的时间。
Patient Organization (PO) **患者组织（PO）**	Not-for-profit organizations (including the umbrella organizations to which they belong), mainly composed of patients and/or caregivers, that represent and/or support the needs of patients and/or caregivers. 属于非营利组织（包括其所属的联盟组织），主要由患者和/或护理人员组成，代表和/或支持患者和/或护理人员的需求。
Promotional Aid **推广辅助物品**	A non-monetary item given for a promotional purpose, such as sticky notes, calendars, pen etc. 为推广目的而赠送的非货币物品，如便签贴、日历、笔等。
Corporate Logo or Non-Branded Items **公司标志或非品牌产品**	Pens and notepads, not product branded, may bear the name of the company, of minimal value, distributed only in the necessary quantity and only in the context of Mayoly meetings for the purpose of taking notes during the meeting. 包括笔和记事本，不能印有产品品牌，可印有公司名称，且价格低廉。仅可在迈优力会议上按必要数量分发，以便在会议期间记录笔记。
Items of Medical Utility **医疗设施物品**	Items of modest value which are beneficial to enhancing the provision of medical services and patient care and which do not offset routine business practices. They can include the company name, but must not be product branded, unless the product's name is essential for the correct use of the item by the patient. Examples may include inhalation devices (with no active ingredient) and devices intended to assist patients to learn how to self-inject. 是有利于加强医疗服务和病人护理的，价值适中的物品，不包含在日常业务中。它们可以包括公司名称，但不能是产品品牌，除非产品名称对患者正确使用产品至关重要。示例包括吸入装置(没有活性成分)和旨在帮助患者学习如何自我注射的装置。
Informational and Educational Items **信息和教育物品**	Items provided for the education of HCPs or for the education of patients on disease and its treatments. They can include the company name, but must not be product branded, unless the product's name is essential for the correct use of the item by the patient. Examples may include informational brochures which help patients to understand their disease, provide more detailed instructions on how to use their medication, or be part of a patient support program. 为 HCP 教育或对患者针对疾病及其治疗进行教育提供的物品。可以包括公司名称，但不能提及产品品牌，除非产品名称对于患者正确使用该物

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Term 术语	Definition 定义
	品至关重要。示例包括信息手册，帮助患者了解他们的疾病，就如何使用药物提供更详细的说明，或为患者支持计划的一部分。

13. Appendices 附录

The below appendices may be revised by Business Ethics during the effective period of this Directive without requiring the review and approval of this Directive. The below appendices are incorporated by reference.

以下附录可在本指南有效期内由商业道德部门进行修订，无需审查和批准本指南。以下附录通过引用纳入本指南。

Appendix Identification Number **附录识别编号**	**Appendix Name** **附录名称**
Appendix A 附录 A	Event Type and Requirements 活动类型及相关要求
Appendix B 附录 B	Hospitality Standard and Requirements 招待标准及相关要求
Appendix C 附录 C	Provide Participation Support to HCP to Congresses/Third-party events selection criteria example 为 HCP 提供参会支持选择标准示例

14. Forms and Templates 表格与模板

The below forms/templates may be revised during the effective period of this Directive without requiring the review and approval of this Directive. The below forms/templates are incorporated by reference.

以下表格/模板可在本指南有效期内进行修订，无需审查和批准本指南。以下表格/模板通过引用纳入本指南。

Form Identification Number **表格识别编号**	**Form name** **表格名称**
Form 1 表格 1	Declaration of Interests Questionnaire and relevant Guidance 利益声明调查问卷及其相关指导
Form 2 表格 2	Invitation Letter Template (Sample) 邀请函模板（样本）

15. References 参考资料

External:
外部：

- *EU Directive 2001/83/EC*
  欧盟指南 2001/83/EC
- *IFPMA Code, International Federation of Pharmaceutical Manufacturers and Associations*

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国际药品制造商协会联合会

- *EFPIA Code, European Federation of Pharmaceutical Industries and Associations*
  欧洲制药工业协会联合会规范
- *PhRMA Code, Pharmaceutical Research and Manufacturers of America*
  美国医药研究与制造商协会规范
- *Other Countries Industry Associations Codes*
  其他国家的相关行业准则
- *FCPA, Foreign Corrupt Practices Act*
  美国海外反腐败法
- *UK Anti-bribery Act*
  英国反贿赂法
- *Anti-unfair Competition Law of China*
  中国反不正当竞争法

Internal:
内部:

- *Mayoly Code of Conduct*
  迈优力道德行为准则
- *GLB-POL-002 Global Policy on Interactions with External Stakeholders*
  与外部利益相关者的互动交流
- *GLB-POL-004 Global Anticorruption Policy*
  全球反腐政策
- *GLB-DIR-005 Global Directive on Grants and Donations*
  资助和捐赠全球指南
- *GLB-SOP-006 Global SOP on Grants and Donations*
  资助和捐赠全球 SOP
- *GLB-DIR-004 Global Directive on Digital Activities*
  数字活动全球指南
- *306141-PLY 2019, Global Policy Medical Science Liaison (MSLs)*
  医学联络官全球政策
- *Promotional Materials SOPs*
  推广资料 SOP
- *Non-Promotional Material SOP*
  非推广资料SOP
- *GLB-POL-003 Global Whistleblowing Policy*
  全球举报制度
- *Clinical Trials related procedural documents*
  临床试验相关的流程文件
- *Mayoly Sponsored Studies Publications SOP*
  迈优力赞助的研究和出版物 SOP
- *Business Controller's Handbook*
  财务控制手册

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16. Contact Information 联系信息

Direct questions about this document must be addressed to the author and the Business Ethics Officer of the respective country or function.
有关本文件的直接问题必须向作者和各自国家或职能部门的商业道德官提出。

DOCUMENT HISTORY 文档历史记录

Version Number 版本号	Effective Date 生效日期	Description 备注
1.0	2017-03-23	First version 第一版
2.0	2019-04-15	Updated types of meetings and relative requirements 更新了会议的类型与相关要求
3.0		Updated in accordance with the revision of Global Directive, updated types of events and relative requirements. 根据全球指南更新；更新了与会议相关的要求 Updated types of meetings and relative requirements 更新了会议的类型与相关要求
4.0	2026-02-12	Updated in accordance with company rebranding, update of internal procedural documents, systems, as well as the organization re-structuring. 根据公司更名、内部其他流程文件、系统和组织架构的调整对本流程文件进行了更新

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Appendix A Event Type and Requirements (partial) 附录 A 会议类型及相关要求（部分）

推广主题会 –医院事业部的推广团队及医院事务团队主办 Promotional Standalone – owned by Promotion Team or Hospital Affairs Team of Hospital BU

#	Type 类型	Scope 范围	Owner 负责人	Form and Venue 会议形式及场地	HCP Speaker and Attendee 讲者和听众(指 HCP)	Hospitality 招待	Identity of HCP Speaker and attandees 讲者及参会人（HCP）身份证明
6.1	推广性主题会 Promotional Standalone	Attendees must not come from the same department of one hospital 参会人不得来自于单家医院的同一个科室	**Promotion Team (MR/DM) 推广团队（代表/地区经理）** **Hospital Affairs Team 医院事务团队**	**Virtual event 线上会议：** Organized on designated online platform with attendees dialing in separately. 在指定线上平台执行。所有人散点拨入。	Speaker: 1-2 讲者：1-2 Other HCP attendees: ≥5 其他 **HCP** 听众： ≥5 **Note 注:** HCP Speaker / Other attendee ≤1:3 注：讲者与其他 HCP 参会人比例不得大于 1：3	No hospitality 无招待	**Online attendee 线上参会：** Camera must be turned on for all speakers, the owner of the event should take screen shot to record the speaking service 所有讲者演讲期间开启摄像头，由会议负责人（代表或地区经理）截图保存讲课记录 与 MKT 会议线上参会人身份验证的方式保持一致，线上平台保留参会记录，监察团队将对参会人的 IP 地址进行检查 **F2F attendee 线下参会：** Photo of each speaker providing the service with at least 3 slides 所有讲者正面讲课照片，至少包含 3 张演讲幻灯 At least one photo to show clearly all attendes. 至少一张清晰显示全部参会人数的照片
				Face-to-face event 线下会议： In hospital: hospital meeting room; hospital departments 院内： 医院会议室/临床科室 Outside hospital: appropriate restaurants and hotel meeting rooms 院外： 合适的餐厅/酒店会议室	Speaker: ≥3 讲者：≥3 Other HCP attendees: ≥9 其他 **HCP** 听众：≥9 **Note:** HCP Speaker / Other attendee ≤1:3 注：讲者与其他 HCP 参会人比例不得大于 1：3	**In hospital 院内：** Coffee, soft drinks or meal boxes can be provided. 可提供咖啡，软饮或盒饭 **Outside hospital 院外：** Tea break and meals can be provided according to the meeting slot 可按照会议时间提供茶歇和餐饮 Accommodation and transportation can be provided according to the agenda 可按照会议日程提供住宿、交通	
				Hybrid event (virtual + f2f) 混合形式会议（线上+线下）会议： refer to separate standards above 参照线上和线下标准		No hospitality for separate attendance online 线上散点参会无招待 Hospitality standard for f2f venue follows the standard by type of venue 线下按照场所确定招待标准	

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推广主题会 – 医院事业部的市场团队主办 Promotional Standalone – Owned by Marketing Team of Hospital BU

#	Type 类型	Scope 范围	Owner 负责人	Form and Venue 会议形式及场地	HCP Speaker and Attendee 讲者和听众(指 HCP)	Hospitality 招待	Identity of HCP Speaker and attandees 讲者及参会人（HCP）身份证明
6.1	推广性主题会 Promotional Standalone	Attendees must not come from the same department of one hospital 参会人不得来自于单家医院的同一个科室	**Marketing Team 市场团队**	**Virtual event 线上会议：** Organized on designated online platform with attendees dialing in separately. 在指定线上平台执行。所有人散点拨入。	Speaker: ≥3 讲者：≥3 Other HCP attendees: ≥9 其他 **HCP** 听众：≥9 **Note:** HCP Speaker / Other attendee ≤1:3 注：讲者与其他 HCP 参会人比例不得大于 1：3	No hospitality 无招待	**Online attendee 线上参会：** Camera must be turned on for all speakers, the owner of the event should take screen shot to record the speaking service. 所有讲者演讲期间开启摄像头，由会议负责人（代表或地区经理）截图保存讲课记录。 The attendance record must be provided by the platform. 线上平台需确保可以保留参会记录。 **F2F attendee 线下参会：** Photo of each speaker providing the service with at least 3 slides. 所有讲者正面讲课照片，至少包含 3 张演讲幻灯。 At least one photo to show clearly all attendees. 至少一张清晰显示全部参会人数的照片。
				Face-to-face event 线下会议： In hospital: hospital meeting room; hospital departments 院内：医院会议室/临床科室 Outside hospital: appropriate restaurants and hotel meeting rooms 院外：合适的餐厅/酒店会议室		**In hospital 院内：** Coffee, soft drinks or meal boxes can be provided. 可提供咖啡软饮或盒饭 **Outside hospital 院外：** Tea break and meals can be provided according to the meeting slot 可按照会议时间提供茶歇和餐饮 Accommodation and transportation can be provided according to the agenda 可按照会议日程提供住宿、交通	
				Hybrid event (virtual + f2f) 混合形式会议（线上+线下）会议： refer to separate standards above 参照线上和线下标准		No hospitality for separate attendance online 线上散点参会无招待 Hospitality standard for f2f venue follows the standard by type of venue 线下按照场所确定招待标准	

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Appendix B Hospitality Standard and Requirements
附录 B 招待标准及相关要求

Section A: Travel 差旅

Air travel 航空差旅

- Air travel should be in Economy class.
  航空差旅应选择经济舱。
- Where travel time is more than 5 hours (non-stop), Business class or next class above economy class travel can be offered.
  当连续飞行时间超过 5 小时，可以选择商务舱。
- In case of indirect flights, the total duration of all flights must be considered for determining the permitted class.
  对于非直飞航班，各程航班的飞行时长必须考虑在内，用以决定允许的舱位。
- First class is prohibited under any circumstances.
  任何情况下都不得选择头等舱。
- For air travel where travel time is less than 5 hours (non-stop), for rare exceptional cases, for example, the HCP is in poor physical condition, business class travel can be offered after obtaining special approval from both head of the function and General Manager.
  对于连续飞行时间少于 5 小时的航空旅行，在极少数特殊情况下，如医疗卫生专业人士的身体欠佳等，在取得业务门负责人和总经理的特批的前提下可以向其提供商务舱座位。

Train travel 火车差旅

- Economy coach, first class seat or sleeper can be provided for train travel. Premium class travel is not allowed under any circumstance.
  对于乘坐火车的差旅，可以提供二等座、一等座及卧铺。在任何情况下都不允许提供商务座。

Ground Transportation 地面交通

- Ground transportation may include taxi transfers, car service from event agency and online car hailing etc.
  地面交通可包括出租车、包括旅行社用车服务、网约车等。

Section B: Accommodation 住宿

Accommodation Cap per night for each HCP attendee participating Mayoly organized or sponsored events (incl. breakfast and room tax):
参加迈优力主办、赞助会议的每位医疗卫生专业人士参加者每晚的住宿限额如下（含早餐和房间税）：

- 1200 RMB for events that took place in Beijing, Shanghai, Shenzhen, and Guangzhou
  在北京、上海、广州、深圳举办的活动/会议： 不超过 1200 元/每晚

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- 900 RMB for events/meetings in capital cities of each province, and Chongqing, Tianjin, Qingdao, Dalian, Suzhou, Xiamen, Ningbo, and Wuxi and Zhuhai
  在各省省会以及重庆、天津、青岛、大连、苏州、厦门、宁波、无锡、珠海举办的活动/会议： 不超过 900 元/每晚
- 700 RMB for events/meetings in other cities within mainland China
  在上述城市以外的中国大陆城市举办的活动/会议： 不超过 700 元/每晚

Section C: Meals 餐饮

C-1 Basic Limit on Meals 餐饮基本限额

- Meal expense for HCPs must never exceed 300RMB/person.
  与医疗卫生专业人士的单次餐费不得超过 300 元/每人。
- Tea breaks or lunch box (coffee or soft drinks can be included) must not exceed 100RMB/person。
  茶歇或者外订盒饭（可包含咖啡或饮料）单次不得超过 100 元/人。
- If only coffee or soft drink is provided, the limit is 50RMB/person.
  如果仅提供咖啡或软饮，单次不得超过 50 元/人。
- Moderate consumption of alcohol drink is permitted in the context of a roundtable meal only (this does not include occasions where lunchboxes are provided). The amount spent on alcoholic beverages must not exceed 50% of the total spending on the meal and must not be purchased outside of the restaurant.
  适度的酒水只可在正餐中（不包括盒饭）提供。酒水的费用占比不得超过餐饮总费用的 50%且不得在用餐餐厅以外的渠道采购。

C-2 业务会议

Business Meetings (meals) are allowed interaction with HCPs that are not in the context of field activities if:
在与医疗卫生专业人士互动过程中（非外勤活动）可以允许发生业务会议，但是需要满足以下条件：

- They are planned meetings, the purpose of these meetings should be business discussions about business related matters, e.g., for future projects, for meetings to be organized, or for a pre-determined purpose.
  业务会议是经过计划的。该类会议的目的是关于业务相关内容的讨论，如：将来的项目、将要举办的活动或其他已预先确定的目的。
- They can be organized only by Head of Hospital BU; Associated Regional Director; Marketing Staff; Hospital Affairs staff and office Based Medical Staff, and Commercial & Market Access Dept.
  可以由医院事业部负责人、推广团队大区副总监、市场部员工、医院事务部及医学部非外勤人员、商务及市场准入部组织。

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- They can be accompanied by reasonable hospitality up to 5,000 RMB per month for relevant employees following meal standard by type.
  根据不同类型的用餐标准，可以为业务会议提供适当的餐饮招待，相关员工月度该类费用不得超过 5000 元人民币。
- Hospitality expense accompanying Business Meetings are limited to meal expenses and must be reimbursed through YonSuite.
  与业务会议相关的招待费用仅限餐费，且必须通过用友系统进行报销。
- The topic of the meeting must always be mentioned in the reimbursement document.
  在报销文件中必须始终提及会议目的。

C-3 Hospital Department Meeting 医院科室会

- Coffee or soft drink can be provided at Hospital Department Meetings; meal boxes are allowed if the meeting slot is close to dinning slot.
  可以在医院科室会上提供咖啡和软饮，如果会议时间与用餐时间相邻，则可以提供盒饭。
- Only meal expenses are allowed for Hospital Department Meetings, no other hospitality expenses are allowed, such as transportation or venue rental.
  科室会只允许发生餐费，不允许发生其他招待费用如交通、场租等。
- Monthly limit for Hospital Department Meeting Meals: 5000RMB.
  医院科室会餐费月度限额：5000 元。
- Hospital department meetings must be organized, documented, and paid through company's designated platform.
  医院科室会必须通过公司指定的平台进行组织、记录和支付。

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Appendix C HCP Sponsorship Criteria
附录 C 为 HCP 提供参会支持选择标准

APPROPRIATE CRITERIA 恰当的标准	
The selection has been based on purely educational criteria with a view to enhance the HCP's scientific or medical knowledge, based on an educational need assessment. 选择依据的是纯粹的教育标准，目的是根据教育需求评估来提高 HCP 的科学或医学知识。	☐
The HCP is active or has demonstrated a strong interest in the therapeutic area of the congress. HCP 在该会议的治疗领域非常活跃或表现出浓厚的兴趣。	☐
The HCP has a defined health need to improving clinical practice and patient care in their patient population relevant to the congress. HCP 具有明确的健康需求，希望改善与会议相关的患者群体的临床实践和患者护理。	☐
The HCP will be able to use the knowledge acquired at the congress in their professional life. HCP 将能够在其职业生涯中运用在会议上获得的知识。	☐
The selection has taken into account the HCP's: 选择考虑的是 HCP 的以下方面： ▪ Level of experience/seniority 经验/资历水平 ▪ Academic degrees 学位 ▪ Publication history 曾发表的出版物 ▪ Clinical research experience 临床研究经历 ▪ Abstracts history 曾发表的摘要	☐
INAPPROPRIATE CRITERIA 不恰当的标准	
The selection has NOT been based on the HCP's current or future prescriptions of Mayoly's products. 选择并非基于 HCP 目前或未来开具的迈优力产品处方。	☐
The selection has NOT been based on the HCP's current or future number of patients on Mayoly products. 选择并非基于 HCP 目前或未来使用迈优力产品的患者人数。	☐
The selection has NOT been based on a need to 选择不是基于需要	☐

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▪ create “engagement” with the HCPs 与 HCP 建立“联系” ▪ raise their advocacy for Mayoly or its products 加大对迈优力或其产品的宣传力度 ▪ network 网络 ▪ start or improve a relationship. 建立或改善关系。	
The selection has NOT been made as an incentive, expectation or reward for prescriptions of Mayoly’s products or for obtaining or maintaining any business or undue advantage for Mayoly. 选择并非作为对迈优力产品处方或为迈优力获得或维持任何业务或不正当优势的激励、期望或奖励。	☐ ☐
The selection is NOT linked to any decision-making capacity that the HCP may have, for example, as a member of a scientific guidelines committee, a tender committee, a technological assessment committee, a formulary committee, a pricing & reimbursement committee. 选择与 HCP 可能拥有的任何决策能力无关，例如，作为科学指导委员会、招标委员会、技术评估委员会、药典委员会、定价与报销委员会的成员。	☐ ☐
The selection is NOT linked to any promotional expectation, for example the requirement to attend a promotional satellite symposium or booth at the conference or the need to persuade the HCP to overcome defenses they may have on an Mayoly’s product. 选择与任何推广预期无关，例如，要求参加会议上的推广卫星会或展位，或者需要说服 HCP 克服其对迈优力产品的抗拒。	☐ ☐
The HCP to be sponsored has not exceeded the limits of maximum sponsorships per year per HCP. 拟赞助的 HCP 未超过各 HCP 每年的最高赞助限额。	☐ ☐
The estimated percentage of HCPs sponsored by Mayoly constitutes a small minority of the overall congress HCP participants (e.g. less than 10%). 迈优力赞助的 HCP 的估计百分比只占会议全部 HCP 参与者的一小部分（例如小于 10%）。	☐ ☐

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Questionnaire on Declaration of Interests

利益声明问卷

Mayoly is committed to operating with the highest ethical standards. This commitment covers all interactions with key experts such as yourself and includes ensuring that our relationship does not create any perceived, actual or potential conflict of interest, for Mayoly or for you.
Mayoly 致力于以最高的道德标准经营。此承诺涵盖包括与您在内的重要专家的所有互动往来，包括确保我们的关系不会对 Mayoly 或您造成任何被认定的、实际的或潜在的利益冲突。
As a result, before we start a project with you, we need to establish that the prospective activities will not create any perceived, actual or potential conflict of interest. To do so, we will ask you to complete this questionnaire.
因此，在我们与您开始项目之前，我们需要确定潜在活动不会造成任何可被认定的、实际的或潜在的利益冲突。为此，我们将要求您填写此问卷。

Please i./ respond to questions, ii./ sign and date this questionnaire and iii./ provide the signed questionnaire to your Mayoly contact. If you need any clarification, please do not hesitate to reach out to your Mayoly contact. For clarity's sake, we would ask that you try to avoid using acronyms or abbreviations.
请 i./ 回答问题，ii./ 签署此问卷并注明日期，以及 iii./ 将已签署的问卷提交给您的 Mayoly 联系人。如需进一步说明，请随时联络您的 Mayoly 联系人。为明确起见，我们要求您尽量避免使用首字母缩略词或缩写词。
Thank you for agreeing to fill in this survey.
感谢您同意填写此调查问卷。

1. Are you or have you ever been a:
   您是否是或曾经是：

	Yes **是**	**No** **否**
Policy-maker (e.g., member of EU, national or local parliament, government, or politician)? 政策制定者 （例如，欧盟、国家或地方议会、政府成员或政治家）？		
Employee of any official body		

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(e.g., ministry or agency that evaluates medicinal products or medical devices for the purpose of granting marketing authorization, governmental body in charge of cosmetovigilance, assessing health technology or monitoring of the safety of cosmetics, enforcing consumer protection, deciding pricing & reimbursement, formulary listing, issuing scientific/prescribing recommendations/guidelines or any other relevant administrative process? 任何官方机构的雇员 （例如，负责药品或医疗器械上市许可审批、化妆品不良反应监测、健康技术评估或化妆品安全监测、消费者权益保护执法、定价和报销决策、医保目录准入、制定科学/处方建议/指南或任何其他相关行政流程的部门或机构？）		
Member, chairman or expert/advisor/consultant with any above-mentioned official body? 任何上述官方机构的委员、主席或专家/顾问/咨询师？		

If you have responded "YES" at least once to question 1, please proceed to question 2. If the answer is none of the above, please proceed to the end, sign and date.
如果问题 1 的回答中有至少一项为"是"，请继续回答问题 2。如果回答都是"否"，请直接跳到本问卷最后签名并注明日期。

2. When did you hold the position(s) listed in question 1.
   您何时担任问题 1 中所列的职务?

	Yes 是	**No 否**
Within the last 3 years. 在过去 3 年之内		
Currently 目前正在担任		
In the foreseeable future 在可预见的将来		

If you have responded "Yes" at least once, please proceed to question 3. Otherwise, proceed to the end, sign and date.
如果问题 2 的回答中至少一项"是"，请继续回答问题 3。否则，请直接跳到本问卷最后签名并注明日期。

3. In relation to the role(s) you identified in question 1. please tick the accurate answer(s) and complete the table below, then proceed to the next question.

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关于您在问题 1 中填写的职务，请勾选准确选项并填写下表，完成后请继续下一问题。

1. Type of Official body (please tick) **1.官方机构类型（请勾选）**	**2. Name of Official body** **2.官方机构名称**	**3. Title** **3.职称/职务**	**4. Role (advisor or decision-maker)** **4.角色（顾问或决策者）**	**5. Have you been or will be advising or deciding on a matter affecting MAYOLY, its products or its competing products?** **5. 您是否已经或将要就影响 MAYOLY、其产品或其竞争产品的某一事项提供建议或作出决策？（是/否）**	
National healthcare or consumer protection agency ☐ 国家医疗卫生保障机构或消费者保障机构				Yes 是	No 否
Ministry ☐ 政府部门				Yes 是	No 否
Pricing & Reimbursement ☐ 定价和报销				Yes 是	No 否
European Medicinal Agency ☐ 欧洲药品管理局				Yes 是	No 否
Health Technology Assessment body ☐ 健康技术评估机构				Yes 是	No 否
Board of major journals/publications ☐ 主要期刊/出版物委员会				Yes 是	No 否
Formulary listing ☐ 药典目录准入				Yes 是	No 否
Scientific/prescribing recommendations/guidelines ☐ 发布科学/处方建议/指南				Yes 是	No 否
Other relevant body 其他相关机构				Yes 是	No 否

Please proceed to question 4.
请继续回答问题 4。

4. In relation to the role(s) you identified in question 3., are you or were you required by the relevant official bodies or by the law to disclose declarations of interest prior to the interactions, and have you timely disclosed them :

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关于您在问题 3 中明确的职务，相关官方机构或法律是否目前或曾经要求您在往来之前披露利益声明？您是否及时进行了披露？

	Tick the correct answer with "X"
a) No, I am not required by the relevant official bodies or by the law to disclose declarations of interest prior to the interactions. 否，相关官方机构或法律并未要求我在往来之前披露利益声明。	
b) Yes, I am required but I have not made the required declarations yet, and I will do so 是，相关官方机构或法律有要求我进行披露，但我尚未作出所需声明，我会及时披露。	
c) Yes I am required, I and have already made the required declaration(s) and, according to the rules of the official body or the law, I can proceed to enter the prospected activity with MAYOLY 是，相关官方机构或法律有要求我进行披露，并且我已作出所需声明，根据官方机构或法律的规定，我可以继续与 MAYOLY 开展预期活动。	
d) Yes I am required, and I have already made the required declaration(s) but, according to the rules of the official body or the law, I cannot proceed to enter the prospected activity with MAYOLY. 是，相关官方机构或法律有要求我进行披露，并且我已作出所需声明，但是根据官方机构或法律的规定，我不能继续与 MAYOLY 开展预期活动。	

Please sign and date as required below.

请按照以下要求签名并注明日期。

Date_____

日期_____

Name_____ Title_____

姓名_____ 职位_____

I hereby certify that all the above is accurate and complete.

本人特此证明以上内容均准确且完整。

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Signature_____

签名_____

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Internal guidance for MAYOLY employees on how to use the Questionnaire on Declaration of Interests

关于 MAYOLY 员工如何使用利益申报问卷的内部指南

FOR INTERNAL USE ONLY

仅供内部使用

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A./ Pre-contractual phase
合同签署前的准备阶段

To assess the risk of Conflict of interest ensure that:
为评估利益冲突的风险，请确保：

- You do not proceed to i.) signing the prospected agreement or ii) provide sponsorship/hospitality until the questionnaire has been fully completed, signed and received and analysed.
  在问卷全部填写完毕、签署、提交并分析通过之前，不得 i) 签署拟议协议或 ii) 提供任何赞助/招待。
- When the questionnaire is properly completed by the HS, checks answers of the question 3.e) or 4. d)
  当医疗领域相关方正确填写问卷后，检查问题 3.e) 或 4.d) 的答案。
  - ⇨ if the answer is “YES” to question 4. d), the interaction cannot take place
    如果问题 4. d)的答案为“是”，则不能进行互动。
  - ⇨ if the answer is “YES” to question 3.e), the interaction cannot take place. Please contact the Compliance Department to assess if any derogation might be justified and how to manage associated risks
    如果问题 3.e)的答案为“是”，则不能进行互动。请联系合规部门，以评估是否存在合理的豁免情形，以及如何进行风险管控。

B./ Contractual phase
合同阶段

In case the interaction can take place, ensure that the 2 clauses below are included in the contract (liaise with your Legal contact):

如果可以进行互动，请确保合同中包含以下 2 项条款（请咨询法务对接人）：

- a Conflict of interest clause wherein the HS must represent, warrant and undertake that they are not in a position of actual or potential conflict of interests as relates to the professional services or that have taken all necessary steps to disclose, address and positively resolve any actual or potential conflict of interests.
  利益冲突条款，其中医疗领域相关方必须声明、保证并承诺其在专业服务中不存在实际或潜在利益冲突，或已采取所有必要措施披露、处理和积极解决任何实际或潜在的利益冲突。
- a clause requiring the professional to disclose his detailed relationship with Mayoly when providing services to Mayoly and performing their duties in the body (at the beginning of his service performance).
  专业人员需要为 Mayoly 提供服务和履行其职责时（服务开始时）披露其与 Mayoly 的详细合作关系的条款。

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Form 2 Mayoly Invitation Letter Template
表格 2 迈优力邀请函模板

(Sample)
（示例）

This is an Mayoly Invitation to [Name and Title] at [Venue and Location] on [date] organized by [Please add Mayoly for Mayoly organized meetings or Third Party for Third Party meetings]. We are looking forward to your participation.
这是迈优力邀请[姓名和头衔]参加由[请为迈优力组织的会议添加迈优力，或为第三方会议添加第三方]组织的将于[日期]在[地点和场所]举行的活动邀请函。期待您的参与。

Please [send back this form duly signed to/confirm your participation using the below contact details/ or contacting - Please add the name]:
请[将正式签署的表格寄回/使用以下联系方式确认您的参与/或联系-请添加姓名]:

[Add contact details]
[添加联系方式]

☐ **I would like to accept the invitation to the [Please add the name of the event]**
☐ **我想接受参加[请添加活动名称]的邀请**

I agree that Mayoly [Please amend with the name of the company] (hereinafter referred to as "Mayoly") will be organizing the following logistics for me:
我同意迈优力[请用公司名称修改]（以下简称"迈优力"）将为我安排以下行程:

- Flight or train travel from [x] airport or [y] train station to the location of the event and back (Flight: Economy Class, if the flight is less than x hours. Business Class if flight is longer than [x] hours. Train: First or Second Class]
  从[x]机场或[y]火车站到活动地点以及返回的航班或火车行程（航班：若飞行时间少于 x 小时为经济舱。若飞行时间超过[x]小时为商务舱。火车：一等或二等座]
- The arrival will be on the evening before the event starts or if possible on the first day of the event in the morning.
  抵达时间将在活动开始前一天的晚上，或者如有可能，在活动第一天的早上。
- The departure is usually on the last day of the event
  返程时间通常是活动的最后一天
- Transfer from the airport/train station to the Hotel and back
  从机场/火车站接送到酒店以及返回
- [x] nights of accommodation including breakfast
  [x]晚住宿，包括早餐

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- From Mayoly organized lunches/dinners incl. transfers
  迈优力组织的午餐/晚餐包括接送

Important information for delegates:
受托人的重要信息：

1. Mayoly will only cover those reasonable costs mentioned in this invitation. **Any costs not mentioned in this invitation will not be covered and/or reimbursed**. Mayoly will not organize or support any social program or entertainment activity.
   迈优力将仅支付本邀请函中提及的合理费用。**本邀请函中未提及的任何费用将不予支付和/或报销。**迈优力不会组织或支持任何社交活动或娱乐活动。
2. The invitation is personal and cannot be passed on to a third party. Delegates are not allowed to travel with any accompanying person and Mayoly will not cover and/or facilitate any participation of any person, which has not been invited to attend the event.
   邀请仅针对个人，不得转发给第三方。受托人不得与任何陪同人员一同出行，迈优力不会为任何未被邀请参加活动的人员的任何参与支付费用和/或提供便利。

☐ **Unfortunately I can't attend.**
☐ **很遗憾我不能参加。**

Name, First name ……
姓名 ……
(As written in your passport)
（如护照上所写）

Institution ……
机构 ……

Street, Zip, City ……
城市，邮编，街道 ……

E-Mail ……
电子邮箱 ……
Phone ……
电话 ……
Mobile ……
手机 ……

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CN-DIR-001 合规指南：与 HCP HCO 的互动交流 (2026 年 2 月更新)
Local Directive Interaction with HCP HCO (Update in February 2026)

Signature…….……..
签名..... .....

Date…….……..……
日期.....

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