

Online course

## Digital Marketing of Medical Devices Abroad - Norway, United Kingdom and France

09.00 – 09.10	<b>Welcome and introduction to digital marketing in the EU</b>
09.10 – 10.10	<b>Norway</b>
10.10 – 10.20	<b>Coffee break</b>
10.20 – 11.20	<b>United Kingdom</b>
11.20 – 11.30	<b>Coffee break</b>
11.30 – 12.30	<b>France</b>
12.30 – 12.35	<b>Wrap-up</b>

For each country the trainer will give a high-level presentation on the following key topics:

- Marketing of medical devices towards the public and healthcare professionals – opportunities and pitfalls
- Online and cross-border marketing – view of the local regulators
- Restrictions on economic benefits
- Transparency obligations and transfer of value
- Recent sanctions by regulators and courts