

Online course

Digital Marketing of Medical Devices Abroad - Sweden, Germany and USA

13.00 – 13.10	Welcome and introduction to digital marketing in the EU
13.10 – 14.10	Sweden
14.10 – 14.15	Coffee break
14.15 – 15.15	Germany
15.15 – 15.20	Coffee break
15.20 – 16.20	USA
16.20 – 16.25	Wrap-up

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