

Medical Partnerships Team — Operating Procedures

Document ID: ACME-PART-001 | Classification: Internal Use Only

1. Team Overview

The Medical Partnerships Team establishes and manages relationships with hospitals, health systems, KOLs, academic medical centers, and GPOs to drive adoption of ACME devices.

2. Team Leadership

Role	Name	Contact
VP Medical Affairs	Dr. Susan Park	spark@acmemeddevices.com
Director, Health System Partnerships	Mark Johnson	mjohnson@acmemeddevices.com
KOL Relations Manager	Lisa Chen	lchen@acmemeddevices.com
Academic Partnerships Lead	Dr. Eric Wong	ewong@acmemeddevices.com

3. Mandatory Rules

3.1 Healthcare Professional Engagements

- ALL HCP engagements must have documented legitimate business need
- Fair Market Value (FMV) assessment required for ANY compensation
- Sunshine Act reporting: ALL transfers of value >\$10 must be reported
- Maximum honorarium: \$2,500/day for consulting, \$5,000/day for speaking

3.2 KOL Contracts

- ALL KOL agreements require Legal review before signing
- No exclusive arrangements without VP Medical Affairs + CEO approval
- Conflict of interest disclosure required from all KOLs
- Annual re-certification of FMV required for ongoing relationships

3.3 Research Collaborations

- ALL research involving ACME devices requires IRB approval documentation
- Publication rights must be retained by ACME (no suppression of negative results)
- ClinicalTrials.gov registration required for interventional studies

4. Required Approvals

Action	Approver	Form
New KOL contract	VP Medical Affairs + Legal	ACME-KOL-001
Research grant >\$50K	VP Medical Affairs + CFO	ACME-RES-001
GPO contract	Legal + VP Sales	ACME-GPO-001
International partnership	CEO + Legal	ACME-INTL-003

5. Legal Gray Areas & Escalation

5.1 Physician Ownership/Investment Requests

If a physician or physician group requests equity, investment opportunity, or ownership stake: STOP all discussions. This is a Stark Law/Anti-Kickback minefield. Escalate immediately to Legal (Angela Martinez) and Compliance (Patricia Nguyen).

5.2 Speaker Bureau Requests

Requests to join speaker bureau must go through formal vetting. Never promise inclusion. Process: Application → FMV assessment → Compliance review → Training certification → Legal contract.

6. Compliance Requirements

- PhRMA Code on Interactions with Healthcare Professionals
- AdvaMed Code of Ethics
- Physician Payments Sunshine Act (CMS Open Payments)
- State disclosure laws (Vermont, Minnesota, Massachusetts have stricter rules)