

# Medical Partnerships Team — Operating Procedures

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## 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)