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We, the orthopedic technology firms signing this letter, support the recently adopted AdvaMed “Code of Ethics on Interactions with Health Care Professionals.” The Code, which was overwhelmingly approved by the AdvaMed Board of Directors, may alter our interactions with you, your colleagues, and other health care professionals from every health care sector. AdvaMed (the Advanced Medical Technology Association) is the largest medical technology association in the world, representing more than 1,100 medical technology companies and subsidiaries. Restrictions on entertainment, meals, meeting locations, donations, and gifts are some of the expectations set out in the AdvaMed Code of Ethics, which became effective on January 1, 2004.

While AdvaMed members know that the vast majority of technology firms and health care professionals behave responsibly and ethically, the transgressions of a few have drawn increased scrutiny and attention, first to the pharmaceutical industry, and now—potentially—to the relationships we maintain with you and your colleagues. In fact, according to the departments of Health & Human Service’s and Justice’s 2002 Annual Report, 3,448 providers and suppliers were excluded from the Medicare and Medicaid programs, and 480 defendants were convicted of health care fraud in that year alone.

You may be familiar with the pharmaceutical industry’s new “PhRMA Code on Interactions with Health Care Professionals.” Although similar to the PhRMA Code, AdvaMed’s Code differs from the PhRMA Code in that it addresses the unique relationships between firms and professionals who partner with them to design, develop and utilize cutting-edge, complex medical technology. AdvaMed’s Code of Ethics discusses relationships in which health care professionals work with the medical technology industry as advisors, researchers, students, and teachers to bring innovation to patients and the practice of medicine. We encourage you to speak out on the importance of well funded, ongoing medical education in support of patients.

The undersigned members of the orthopedic technology industry are committed to complying with AdvaMed’s Code of Ethics and are keenly interested in ensuring that your colleagues understand the provisions and limitations of this new Code. We encourage you to become familiar with the new Code by reviewing the enclosed brochure that was designed by AdvaMed specifically for health care professionals.

You will find the entire AdvaMed Code, as well as additional information, at [http://www.advamed.org/code\\_of\\_ethics.htm](http://www.advamed.org/code_of_ethics.htm). Please familiarize yourself with this information and share it with your staff and colleagues. We believe that compliance with the Code will benefit orthopedic technology firms and health care professionals alike by promoting our industry's longstanding commitment to legal and ethical behavior and helping to deter any potential scrutiny of our industry and health care professionals like you.

For your information, AdvaMed's entire membership, including subsidiaries, are listed on [www.advamed.org](http://www.advamed.org). We are pleased to work with AdvaMed to express our support for the new Code and to make this important information available to you.

Sincerely,



Michael DeMane  
President  
Medtronic Sofamor Danek



J. Raymond Elliott  
Chairman, President and CEO  
Zimmer Holdings, Inc.



David J. Illingworth  
President, Orthopaedics  
Smith & Nephew, Inc.



Stephen MacMillan  
President and Chief Operating Officer  
Stryker Corporation



Dane Miller, Ph.D.  
President and Chief Executive Officer  
Biomet, Inc.



Kevin Sidow  
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