

# LOI ANTI-CADEAUX AND BERTRAND ACT PROCESSES

## Loi Anti-Cadeaux

The 'Loi Anti-Cadeaux' (anti-gift law) normally requires that relevant national associations or boards of healthcare professionals are informed of agreements between companies and healthcare professionals one month before a market research study begins.

An update to the regulations has made it possible for organisations to apply for annual approval from CNOM (Conseil National de l'Ordre des Médecins) in advance of carrying out market research with physicians, rather than on a project-by-project basis.

M3 Global Research has now received annual pre-approval from CNOM for the following qualitative and quantitative market research methodologies:

- Online
- Face-to-face
- Telephone interviews
- Focus groups

Before participating in a paid market research study, French healthcare professionals must give their consent for M3 Global Research to work in accordance with the Loi Anti-Cadeaux, alongside a reminder of their obligation to participate in line with codes of medical ethics.

As soon as the project is closed and audited, M3 Global Research uploads a file to the IDAHE (Informatisation des Demandes d'Hospitalité, d'Etudes et d'Experts) platform with the following details, specific to the completed market research study:

- The names of the respondents who completed the study
- The study topic
- The length of interview
- The incentive amount paid to each respondent

## The Loi Bertrand

The process established and followed by M3 Global Research is outlined below:

- All French healthcare professionals are required to give their consent to comply with the Bertrand Act before accessing studies. M3 Global Research has a dedicated page placed at the beginning of each survey. At this point, the respondent's consent is obtained and information about the law is made available to them.
- Only respondents who provide their consent can take part in the subsequent study.
- The contact details of respondents who successfully complete the survey are collected and published on the French National Health Service website: <http://entreprises-transparence.sante.gouv.fr>. M3 Global Research is registered with the Entreprises Transparence office, and submits information to them online twice a month.