

GE Healthcare

Sunshine Act: A Message for our GE Healthcare Customer Community

The 2010 Affordable Care Act includes transparency provisions known as the “Sunshine Act” that require medical device and pharmaceutical manufacturers to make transparency disclosures about relationships with physicians and teaching hospitals.

This document provides some basic information about GE Healthcare’s obligations under the Sunshine Act and how you may be affected.

What is the Sunshine Act?

The Sunshine Act requires that medical device and pharmaceutical manufacturers publicly report payments or transfers of value made to U.S. licensed physicians or teaching hospitals on an annual basis. The purpose of the Sunshine Act is to increase public awareness of financial relationships that manufacturers have with physicians and teaching hospitals.

When do the Sunshine Act requirements begin?

Under the final regulations, GE Healthcare must begin to collect required data on August 1, 2013. On March 31, 2014, GE Healthcare will submit its first reports to the Centers for Medicare and Medicaid Services (CMS) of all payments or transfers of value between August 1 and December 31, 2013. In turn, CMS will post this data to a searchable public website by September 30, 2014.

How does this affect me?

If you are a U.S. licensed physician or a teaching hospital, medical device and pharmaceutical manufacturers will report to CMS payments or transfers of value provided to you that are greater than \$10 or that in aggregate exceed \$100 annually. CMS will post this data to a publicly available and searchable website.

What are examples of payments or transfers of value that are required to be reported?

Payments or transfers of value are defined broadly and includes the following types of interactions:

- Meals including those brought to a clinic/hospital or provided at a restaurant
- Travel expenses for purposes such as site visits
- Compensation for consulting arrangements such as training or product input
- Educational items such as textbooks or journals that educate physicians
- Payments or transfers of value made for Healthcare sponsorships, trade shows or educational grants
- Research
- Charitable contributions
- Compensation to hospitals or clinics for show site services

Note that this is not an exhaustive list. The final rule contains a number of exclusions from reporting, including but not limited to, items or service provided under a contractual warranty, and discounts (including rebates).

What information will be publicly reported?

Reported information includes your name, business address, National Provider ID (NPI), state license number, along with details about the payment or transfer of value, such as date, amount, nature of payment (e.g. meal or consulting), and associated product.

How does GE Healthcare collect the information to report?

In order for GE Healthcare to comply with this Federal Law, we ask that our employees collect from you the necessary information about the payment or transfer of value as well as ensure they have your correct details such as your full professional name, specialty and business address.

Will I be able to view my report before it is publicly published?

Yes. The law requires that the medical device and pharmaceutical manufacturers make their reports available to any U.S. licensed physicians or teaching hospitals they will be reporting on. GE Healthcare is creating a portal for which each licensed physician or teaching hospital can access with their own personal login to review and question any interaction in the report before the report is submitted to CMS. Additionally, CMS has said it will also be providing a secure online portal, prior to publicizing the data, for physicians and hospitals to review submitted data. As GE Healthcare finalizes our portal we will provide instructions on how to access the individual reports and submit inquiries.

Where can I get additional information about the Sunshine Act?

We will continue to update you on the Sunshine Act throughout the year. Below are links to the CMS website and the American Medical Association where they have posted general frequently asked questions about the Sunshine Act. In addition, you may contact your GE Healthcare contact with any questions.

General FAQs and answers regarding the Sunshine Act from CMS: <https://questions.cms.gov/faq.php?id=5005&rtopic=2017>.

General information and FAQs from the American Medical Association: <http://www.ama-assn.org/ama/pub/advocacy/topics/sunshine-act-and-physician-financial-transparency-reports.page>

We thank you for your continued interest in GE Healthcare.



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