



Skipton House  
80 London Road  
London  
SE1 6LH

**To: All Chief Nurses/Directors of Nursing  
NHS Trusts**

15<sup>th</sup> June 2017

Dear Colleague

As Chair of the national Clinical Reference Board I wanted to share my concerns with you in regard to approaches from marketing companies offering financial incentives to registered nurses.

It has been brought to my attention that the Adept marketing organisation has targeted nursing staff with an email invitation to undertake a 60 minute telephone interview about the wound-care market, with particular reference to the Clinical Evaluation Team (NHS CET), which is governed by the NHS Clinical Reference Board. I am particularly concerned as the invitation includes a significant financial incentive to take part (in the region of £180), and the potential implications of this offer.

Article 21 of the NMC's Code for Nurses and Midwives, prohibits the acceptance of all "but the most trivial gifts, favours or hospitality". I would consider that any nurse who accepted an offer of £180 to be potentially in breach of both their trust Gratuities/Gifts policy, and also in breach of this element of the Code. It is the opinion of the Clinical Reference Board, that £180 exceeds a definition of a 'trivial gift'.

The recent approaches we have seen have asked for specific feedback around the work of the NHS Clinical Evaluation Team (NHS CET). The Clinical Evaluation Team is an independent national team, funded by the Department of Health, who conduct independent clinical evaluation of a range of everyday healthcare products that can offer quality, safety and value to the NHS (including in wound-care). Their work is based on the views of clinical colleagues across the NHS in England, and has already identified information which is greatly valued by clinicians as it offers a view of the clinical quality of many of the products we all use on a daily basis. They are also NHS employed clinical experts seconded from our Trusts.

I would be grateful if you would share any approaches by non-NHS organisations seeking a view on the work of the NHS CET, or offering a financial incentive for the participation in events or surveys, this seems to be particularly aimed at clinical nurse specialists.

Happy to discuss further if required so please do not hesitate to contact me.

With best wishes,

A handwritten signature in black ink, reading "Mandie Sunderland". The signature is written in a cursive style with a large, sweeping loop at the end of the name.

**Mandie Sunderland**  
**Chair, Clinical Reference Board**  
**Chief Nurse, Nottingham University Hospitals NHS Trust**

cc: Jin Sahota – Supply Chain Director, Department of Health  
Paul Webster – Head of Supplier Relationships, Department of Health  
Dr Naomi Chapman – Clinical Programme Manager, NHS Clinical Evaluation Team  
Ruth May, Executive Director of Nursing, NHSI