

## MEMORANDUM OF UNDERSTANDING

This MEMORANDUM OF UNDERSTANDING (hereinafter referred to as "MOU") is executed on this 20<sup>th</sup> Sep'23 by and between:

COLOPLAST INDIA PVT. LTD., having its registered address at 507, 5th Floor, Bhikaji Cama Bhavan, Bhikaji Cama Place, New Delhi 110066 (hereinafter referred to as "COLOPLAST", which expression shall unless repugnant to the context hereof, be deemed to mean and include its successors and permitted assigns)

AND

Uttar Pradesh University of Medical Sciences, Saifai having its registered office at Saifai Etawah-206130, Uttar Pradesh (hereinafter referred to as "UPUMS, Saifai", which expression shall unless repugnant to the context hereof, be deemed to mean and include its successors and permitted assigns)

Coloplast and UPUMS, Saifai shall be referred to, collectively as "Parties" or, individually as "Party".

### WHEREAS -

- A. Coloplast is a multinational medical device company headquartered in Humlebaek, Denmark, that develops, manufactures, and markets medical devices and services related to ostomy, urology, continence, and wound care. The major products of the company include ostomy bags, urisheaths, urine bags, catheters, anal irrigation systems, advanced wound dressings for infected and non-infected wounds, cleansers, moisturisers, skin protectants, antifungals, and hand cleansers. The mission of Coloplast is to make life easier for people with intimate healthcare needs by listening to the people who use our products as well as the nurses and specialists who care for them. This knowledge inspires Coloplast's innovation and brings us closer to our customers. Coloplast is committed to deliver innovative and pioneering products which have made it the best performing medical device company in the world. Coloplast always strives to spread clinical awareness and scientific education. As a part of this endeavour, Coloplast India's industry leading initiative is Coloplast Academy - Coloplast's clinical arm in India - that looks after all clinical activities for Coloplast partnering with HCPs across the country.
- B. UPUMS, Saifai is a leading public healthcare institute and duly recognised and authorised by appropriate authorities to impart health care services to the public at large.

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- C. Coloplast wishes to collaborate with leading hospitals and pioneering centres in Ostomy Care in the country as a knowledge partner. This synergistic collaboration would allow for improved patient outcomes and raising the standard of care by combining resources and key strengths.

This also provides an opportunity to create models around developing educational modules, certifications, workshops, and various clinical events, thus building the clinical equity of the hospital. The care clinic would focus on holistic patient management - integrating a set of all chronic care management services in the fields of ostomy and wound management under one roof.

Now, THEREFORE, the Parties hereby agree to promote mutual cooperation in patient care, innovation, research, clinical education, product, and process development, etc., according to the following clauses:

1. OBJECTIVES OF THE MOU:

- 1.1. This MOU shall establish the criteria under which Coloplast, and UPUMS, Saifai shall carry out joint collaborative activities to initiate 'Care Clinic' (hereinafter referred to as "PROJECT").

2. SCOPE OF THE PROJECT:

- 2.1. Coloplast and UPUMS, Saifai shall collaborate as partners and focus on holistic patient management - integrating a set of all chronic care management services in the field of ostomy management under one roof.

3. Roles and Responsibilities of Coloplast

- 3.1. Coloplast shall provide training to the nurses/staff managing the clinic
- 3.2. Coloplast shall help in creation of patient education booklets, awareness leaflets, and other educational material around disease awareness and management.
- 3.3. Coloplast shall help in creation of an educational tools (Patient education flip chart and other supporting educational material) for the nurses/staff managing the clinic.
- 3.4. Coloplast shall share standardized reporting formats based on international best practices.
- 3.5. Coloplast to provide dedicated team to focus on this project and its successful execution
- 3.6. Coloplast shall arrange brochures, posters, booklets, branding signages and other patient educational material for the Care Clinic and provide marketing support to promote the benefits of the Care Clinic to the hospital patients

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- 3.7. Coloplast to provide patient support over the phone/email via its in-house patient contact centre - "Coloplast Care"
- 3.8. Coloplast to offer annual training programs to nurses/staff managing the clinic
- 3.9. Coloplast to provide support for various patient engagement activities like awareness camps etc.

4. Roles and Responsibilities of UPUMS, Saifai

- 4.1. The hospital shall provide dedicated space in the premises to run the Care Clinic
- 4.2. The hospital shall allocate nurses/staff to manage the clinic.
- 4.3. The hospital shall partner with Coloplast Academy to conduct educational activities at the Care Clinic.
- 4.4. As a Knowledge Partner, the hospital shall allow Coloplast Academy logo on all patient educational material and in clinic branding.

5. INTELLECTUAL PROPERTY SAFEGUARDS:

- 5.1. All educational materials and trademarks are proprietary of Coloplast and shall not be distributed / shared with any third party without the consent of Coloplast.
- 5.2. Coloplast may stipulate for a Non-Disclosure Agreement to be signed prior to providing Coloplast registered material.

6. Financial Considerations

Parties shall bear the costs the MOU as per the table mentioned below:

S. No.	Description	Activities	Components	Ownership
1	Premises for the Care Clinic	Dedicated space and educational material for the Care Clinic	Physical space including examination bed, nursing desk, etc	To be provided by UPUMS, Saifai
			Educational brochures, posters, booklets, branding signages and other patient educational material	Designing and printing cost to be borne by Coloplast
2	Nurses/staff to manage the Care Clinic	One or more nurses/staff	Selection/allocation of nurses/staff	To be done by UPUMS, Saifai

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			Training and patient educational tools	To be borne by Coloplast
			Selecting participants and venue	To be done by UPUMS, Saifai
3	Conducting clinical activities	CMEs, patient awareness camps etc at hospital.	Cost of invitations, content and educational material	To be borne by Coloplast

**7. TEAM RESPONSIBLE FOR THE PROJECT:**

Single Point of Contact:

**On behalf of Coloplast**

Name: Dr Bhaskar Azad

Designation: National Clinical Manager & Head Coloplast Academy

Address: Coloplast India Pvt Ltd, Noida

Email: inba@coloplast.com

**On behalf of UPUMS, Saifai**

Name: Prof. Dr. Prabhat Kumar Singh

Designation: Vice Chancellor

Address: UPUMS, Saifai, Uttar Pradesh

Email ID: vcoffice@upums.ac.in

**8. TERM AND TERMINATION:**

8.1 This MOU is for pilot program only which shall commence on the Effective Date mentioned above and shall continue for a period of one (1) year from the Effective Date. The term may renew for further period with the mutual consent of both Parties, based on the project success.

MOU may also be terminated by either Party by giving a one (1) month notice in writing without assigning any reason.

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*Prabhat Singh  
7/12/23*

By signing this MOU, the Parties acknowledge that they have reviewed and understood the content and extent of each of its Clauses and agree to carry out the actions necessary to implement it.

Signed on behalf of  
COLOPLAST INDIA PVT. LTD.



Name: Dr. Bhaskar Azad  
Designation: National Clinical Manager & Head  
Coloplast Academy, Coloplast India

Signed on behalf of  
UPUMS, Saifai

Name: Dr. Prabhat Kumar Singh  
Designation: Vice Chancellor  
UPUMS, Saifai

WITNESS:

Name: Suman Paul  
Designation: Training Manager,  
Coloplast India

Name - AnKush Gupta  
Designation - Territory Manager  
Coloplast India

Name: Prof. D. S. P. Singh  
Designation: Prof & Head Department of  
Surgery

Dr. Somendra Pal Singh  
Prof. of  
U.P.U.M.S. Saifai-Ludhiana  
Dr. Somendra Pal Singh  
Prof. of  
U.P.U.M.S. Saifai-Ludhiana