



Practice Direction

Advertising in Manitoba Pharmacies

1.0 Scope and Objective:

1.1 Expected Outcome

This document is a practice direction by Council concerning the advertising of pharmacy services through the authority of *The Pharmaceutical Regulations* to *The Pharmaceutical Act* and *The Pharmaceutical Act*.

1.2 Document Jurisdiction (Area of Practice)

Compliance is expected from all pharmacies in Manitoba.

1.3 Regulatory Authority Reference

Section 126(1) of *The Pharmaceutical Regulations* to the *Pharmaceutical Act* empowers the Council to create a practice direction for the advertising of pharmacy services.

2.0 Practice Direction

2.1 Advertising is as defined in section 125 of the regulations to the *Pharmaceutical Act*.

2.2 Advertising that uses the terms "medications", "medicine", "drugs" or similar words would be interpreted to include both prescription and non-prescription products unless qualified in the advertisement using the same size font.

2.3 Advertising can clearly cite prescription medication prices as permitted in the regulations to the *Pharmaceutical Act* and the regulations to the *Food and Drugs Act*, but cannot use vague references to prices by using such terms as low, lower or lowest, discount, extra saving or similar such description.

2.4 Advertising of prescription medication shall support safe and appropriate use of medication and not influence the public into situations of overuse of medication or purchase of large quantities.

2.5 Advertising the price of non-prescription medication and unscheduled medicine is not restricted as described in 2.3 when the advertising is in good taste and does not detract from the public esteem for the profession or does not encourage large quantity purchases inconsistent with therapeutically acceptable levels of use.

2.6 Promotional events used to encourage members of the public to come into the pharmacy cannot be connected with filling prescriptions without including the statement about the role of the pharmacist providing patient care.

2.7 Advertising of Schedule 2 drugs must include a statement that advises the patient the drug can only be purchased after consultation with the pharmacist regarding conditions and symptoms being treated.

- 2.8 Promotional events or advertising shall not encourage the transfer of prescriptions in order to receive a gift or additional gratuity.
- 2.9 Promotional events or advertising shall not entice or restrict patients to purchase drugs on a particular day or days in order to qualify for a greater gratuity which would be inconsistent with proper medication use, cause excessive purchases and storing of medication and create patient safety issues at the pharmacy due to an additional workload.
- 2.10 Advertising of professional services and fees by the pharmacist or pharmacy must be in compliance with the regulations to the *Pharmaceutical Act*.
- 2.11 Advertising of professional services and fees by the pharmacist or pharmacy must not claim superiority over other pharmacies or pharmacists.
- 2.12 Advertising shall not contravene federal legislation regarding drugs, diseases or natural health products.

3.0 Documentation

- 3.1 Not applicable.

4.0 Compliance Adjudication

- 4.1 Not applicable

5.0 Appendices

- 5.1 Not applicable

A Practice Direction is a written statement made by Council for the purposes of giving direction to members and owners about the conduct of their practice or pharmacy operations. Compliance with practice directions is required under the Pharmaceutical Act.

The process for development, consultation, implementation, appeal and review is been published on the College website.

Development Source:

Standards of Practice Committee

Regulatory Reference:

Section 126(1), *The Pharmaceutical Regulations*

Consultation Close:

January 26, 2015

Authorized by Council:

February 8, 2016

Effective Date:

March 1, 2016

Revised:

Review Due: