



NEWFOUNDLAND AND LABRADOR PHARMACY BOARD Policy

The Use of Promotional Enticements In Community Pharmacies

Carried September 27, 1998
Re-Adopted by the Board March 1, 2008

At the September 27, 1998 Annual General Meeting of the Newfoundland Pharmaceutical Association, the following resolution was carried:

Whereas:

It is the responsibility of the pharmacist to promote the proper use or non-use of medication; and

Whereas:

The use of promotional enticements such as coupons, lottery tickets, points awards and the like is in direct contravention of Sections 37 (1)(v) and 37 (1)(z) of the Pharmaceutical Association Regulations¹ [which read]:

"37. (1) The term unprofessional conduct or professional misconduct for the purpose of consideration of a complaint and the institution of disciplinary proceedings includes but is not limited to:

(v) having a conflict of interest;

(z) conduct or an act relevant to the practice of pharmacy that, having regard to all the circumstances, would reasonably be regarded by members as disgraceful, dishonorable or unprofessional;"

Be it resolved that:

The use of promotional enticements related to the sale of prescription medication be considered professional misconduct under the meanings of Sections 37 (1)(v) and 37 (1)(z) of the Pharmaceutical Association Regulations¹; and that any pharmacist found engaging in such improper activity shall be subject to disciplinary action.

The Newfoundland and Labrador Pharmacy Board reconfirmed at the March 1, 2008 Board Meeting that their position on this matter remains the same.

¹ Now Newfoundland and Labrador Pharmacy Board Bylaw 97. (w) and (aa)