



# The Manitoba Pharmaceutical Association

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March 24<sup>th</sup>, 2010

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## **NOTICE TO PHARMACY MANAGERS:**

### **Advertising Principle: #8 Giving a gratuity for Prescription Transfers**

There have been a few pharmacy chains operating in Manitoba that have advertised a promotion influencing patients to transfer their prescriptions to a particular pharmacy in order to receive a gift or some other benefit.

This type of program contravenes the 2006 "Advertising Principles" in Manitoba. The document can be viewed at:

[http://napra.ca/Content\\_Files/Files/Manitoba/Advertising-Principles-Feb-06.pdf](http://napra.ca/Content_Files/Files/Manitoba/Advertising-Principles-Feb-06.pdf)

Specifically, statement #8 reads: ***"Promotional events or advertising shall not encourage the transfer of prescriptions in order to receive a gift or additional gratuity."***

Although the offering of this benefit may not be prohibited, the advertising is contrary to the principles. As pharmacies doing business in Manitoba comply with these principles, it sets a level playing field and provides some decorum in the marketplace. The principles are based upon patient safety and the Code of Ethics (to overall enhance the public esteem of the profession and, section 2, entitling the respect and confidence of the public).

Please review your advertising and refrain from an advertising promotion that would contravene the approved principles and the aforementioned section 8 regarding transfer of prescriptions.

Ronald Guse, Registrar  
The Manitoba Pharmaceutical Association