

THE MANITOBA PHARMACEUTICAL ASSOCIATION

CODE OF ETHICS

The practice of Pharmacy is a profession dedicated to the service of public health. It imposes upon its practitioners the responsibility of observing the canons of professional conduct.

It is the duty of the profession to promulgate and enforce such rules of conduct as will serve the best interests of the public and of the profession, and enhance public esteem of the profession. For the furtherance of these aims, this Code of Ethics has been adopted.

1. Pharmacists shall hold the health and safety of the public to be of first consideration in the practice of the profession of pharmacy rendering to each patient the full measure of their ability as an essential health care practitioner.
2. Pharmacists shall observe the law, particularly those affecting the practice; and conduct themselves in a manner that entitles them to the respect and confidence of the public.
3. Pharmacists shall report to the proper authority without fear or favour, any unethical or illegal conduct which may be encountered within the profession.
4. Pharmacists shall seek at all times only fair and reasonable remuneration for their services.
5. Pharmacists shall never agree to, or participate in, transactions with practitioners of other health professions, or any other person under which fees are divided, or which may cause financial or other exploitation in connection with the rendering of their professional services (with the exception of percentage rent based on total sales generated).
6. Pharmacists shall not agree to practice under terms or conditions which interfere with or impair the proper exercise of their professional judgement and skill, which cause a deterioration of the quality of their service or which require them to consent to unethical conduct.
7. Pharmacists shall never knowingly condone the dispensing, promotion or distribution of drugs or medical devices, or assist therein, which are not of good quality, which do not meet standards required by law or which lack therapeutic value for the patient.

8. Pharmacists shall maintain a high standard of professional competence throughout their practice.
9. Pharmacists shall not delegate responsibility requiring professional judgement except to another pharmacist.
10. Pharmacists shall respect the confidential and personal nature of their professional records. Except where the best interest of the patient requires or the law demands, pharmacists shall not disclose such information to anyone without the patient's authorization.
11. A pharmacist shall be a willing, sincere and diligent preceptor in the training and education of future pharmacists.
12. Pharmacists shall be governed in advertising practices by professional integrity.
13. A pharmacist shall, within all reasonable and legal limits, deter the misuse of drugs within his/her control and work to decrease drug abuse in society.
14. (1) In advertising relating to prescriptions or the compounding or dispensing of drugs, no reference shall be made to the mode, method or means of compounding or dispensing of prescriptions, nor shall a pharmacy manager advertise or permit any person to advertise professional services or prescription drugs or any aspect thereof on behalf of the pharmacy.

(2) Notwithstanding section 14(1), display information or advertising may reference:
 - a) the terms, singular or plural, "pharmacist, pharmaceutical chemist, apothecary, druggist, drug store, dispensary, pharmacy, drug dispensary, drugs, medicine, prescriptions, medications, prescription services," or any other words of similar import.
 - b) any service offered by the pharmacy that can be substantiated but is not comparative or superlative in nature.
 - c) the hours during which the pharmacy is open for business and, if applicable, the hours during which the pharmacy operates under the "lock-and-leave" provisions of the regulations.
 - d) pharmacy services, without further qualification, legislated in the Pharmaceutical Act and its regulations only when followed by the statement, "Required by law in all Manitoba pharmacies" and this must be stated in the same size and prominence as all other print in the advertising described in this subsection.

- (3) Any advertising undertaken by a pharmacy manager, or any person acting on behalf of the manager or the pharmacy he/she operates, must not be misleading, undignified, in bad taste, superfluous, inaccurate, claim superiority over other pharmacies, or imply anything that would tend to lower the image of the profession of pharmacy.
- (4) No wording may be used implying the pharmacy offers superior or exclusive professional pharmacy services.
- (5) In prescription drug price advertising, the following information is required:
- a) The proprietary (brand) name of the drug, if any.
 - b) The generic name of the drug and the manufacturer's name.
 - c) The dosage form and strength of the drug.
 - d) The total price for a specific number of dosage units or quantity of the drug product where that price is the same for all "payers", or, where total price varies with the "payer", all various prices must be indicated in the same advertisement and with the same prominence.
 - e) The phrase "Only Available By Prescription".
- (6) In prescription drug price advertising, the professional fee cannot be distinguished as a separate component.
- (7) In any prescription discount pricing policy, including coupons, the resultant price saving must be applied equitably to all payors involved with the payment of the prescription.
- (8) In any advertising referencing the policy described in section 7 must include a description how discount pricing will be credited to all payors involved in the payment of such prescriptions.
- (9) Notwithstanding sections 5, 6, and 8, a drug product listed in the schedule to the Narcotic Act, Schedule G to the Food and Drugs Act or any drug listed in the schedule to this section, as determined by the Council of the Association, cannot be advertised in any manner.
- (10) Display signs, including electronic display signs, relating to any premises set forth in a shop licence shall, for the purpose of this Regulation, be deemed to be advertising.
- (11) A pharmacist or pharmacy shall not distribute to any practitioner, prescription pads or any other matter having the name of a pharmacist or pharmacy thereon, for use by a practitioner in issuing a prescription to be dispensed by a pharmacist.
15. A pharmacist shall not use their professional relationship with a patient to solicit personal gain of a substantial nature.