

## Marketing Code Online Training Webinar

17<sup>th</sup> February 2021

09h00-11h00

Online: Microsoft Teams

### Presenter:

Val Beaumont (M.Pharm Industrial Pharmacy)  
Executive Officer: Marketing Code Authority

### Workshop Framework: Newly developed webinar content

Focus will be on the advertising and promotion of Health Products covering what is permitted and the minimum requirements in terms of the Medicines and Related Substances Act and the responsibilities of Pharmacy professionals when advertising products, advising consumers and patients, in-store promotions, generic substitution and incentivising the prescription, sale and promotion of health products.

### Who should take this course?

Sales, marketing, medical and regulatory departments in the health products industry. The course presumes a working knowledge of the Marketing Code.

### Course Content:

- The Medicines Act on advertising, promotion, perverse incentives, discounting and single exit pricing
- The Pharmacy Act and Codes of Practice for pharmacy professionals with respect to accountability for advertising and promotion, advertising products, advising consumers and patients, in-store promotions, generic substitution and incentivising the prescription, sale and promotion of health products
- Code approval of advertising and promotional material and events.

### Course Outcomes:

Attendees will have insight into

- Legal requirements for the advertising and promotion of health products
- Have an understanding of the accountability of a health product manufacturer/ license holder and HCP's for compliance
- Insight into
  - o how to set up a promotional and advertising approval system including the preparation of a company SOP
  - o how to evaluate an event or material to ensure it complies with the Law and the Code
  - o record keeping to comply with the Code
  - o defence of complaints using saved approval records.
- Case studies will illustrate lessons learned.

**Cost:**

- R450 per person
- Prepayment required by 12<sup>th</sup> February 2021
- Attendees completing the Code online certification within a month of the training will receive a 30% discount on the assessment fee

**Registration Process:**

- All workshop registrations are now being done online
- Please visit [www.saapi.org.za](http://www.saapi.org.za) to register for this training
- If you have not already done so, you will need to register your details on the SAAPI website and create a customer account
- **Please make sure you fill in the Billing address on your registration form and not your personal address**
- Please follow the prompts and enter all information required

**For more information, please contact:**

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