

Online Training Webinar Advertising and promotion of health products – pharmacists legal and ethical responsibilities.

30 May 2024

09h00-11h00

Online: Microsoft Teams

Presenter:

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

Workshop Framework: Advertising and promotion of health products – pharmacists legal and ethical responsibilities.

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?

Responsible pharmacists, compliance officers, owners of pharmacies and senior sales, marketing, medical and regulatory staff involved in decision making around product promotion 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, and discounting
- The Pharmacy Act and Codes of Practice for pharmacy professionals on advertising, promotion, perverse incentives, and discounting
- The Marketing Code as a tool to implement compliance with the law and the importance of approval of advertising and promotional material and events.

Course Outcomes:

Attendees will have insight into

- The legal requirements for the advertising and promotion of health products
- The accountability of a health product manufacturer/ license holder for compliance with the legislation and Code
- The reciprocal responsibility of community/corporate pharmacies in terms of the legislation for ethical behaviour and compliance with the law
 - o how to evaluate an event or material to ensure it complies with the Law and the Code
 - o record keeping

- o defence of complaints using saved approval records.
- Case studies will illustrate lessons learned.

Cost:

- R500 per person
- Prepayment and proof of payment required prior to attending the session, by 24 May 2024
- Unfortunately, we cannot admit attendees if proof of payment has not been received on time
- Attendees completing the MCA Code online certification within a month of the training will receive a 30% discount on the assessment fee. MCA members may complete the online certification free of charge

Registration Process:

- Course registration at www.saapi.org.za
- 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
- **Payment reference: Invoice number and course date**

For more information, please contact:

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