

The Island Capsule

PEI College of Pharmacists

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Advertising- Reminder of Regulations

Pharmacy managers and permit holders are reminded that the PEI Pharmacy Act- General Regulations describe standards around advertising and inducements. Advertisements in any form or medium must not contain the following:

1. Descriptive or qualifying words;
2. The word specialist or expert or words or similar meaning or intent;
3. Claim or imply exclusivity of any aspect of the practice of pharmacy;
4. Compare, directly or indirectly, the services of pharmacies of the abilities of members;

MISSION

Regulating the practice of pharmacy in the province so as to promote a high standard and safeguard the welfare of the public with regard to pharmaceutical service.

5. Promise more effective services or better results;
6. Express disapproval of, or criticize services provided in or by, other pharmacies or members employed therein;
7. Disclose personal information respecting patients without express consent;
8. Advertise Schedule I drugs;
9. Offer any inducement, including a gift, prize, rebate, bonus or loyalty points, in relation to prescription drugs, pharmacy services or professional services;
10. In the opinion of the Council, be inaccurate or misleading due to the inclusion or exclusion of information; misrepresent pharmaceutical knowledge of fact; or create unrealistic expectations respecting service or outcomes.

DAL Pharmacy Endowment Fund

Have you considered applying for Funding from the Dalhousie Pharmacy Endowment Fund? As a Maritime pharmacy practitioner, you are eligible to receive funding to support you in developing or implementing programs of benefit to your pharmacy practice.

The following are important dates for submission of reports/applications to the Dalhousie Pharmacy Endowment Fund:

1. SEPTEMBER 1ST 2017-Applicants are required to submit a summary of no more than one page, describing the subject matter of the grant proposal to be submitted, due one month prior to the application deadline.
2. OCTOBER 1ST 2017-Deadline for Applications (for 2017-2018) is October 1, 2017
3. OCTOBER 15TH 2017- DPEF Grant Holders are required to submit either an interim or final report to the Executive Director of the Endowment Fund by October 15th of each year.

Please contact Erin MacKenzie at dalpharmendow@gmail.com for more information.