

## Message from the Chair and Chief Executive

Kia ora koutou

We have received feedback that our newsletters need to be shorter. Hence, this newsletter will be shorter – including the Chair and Chief Executive report will now be combined and succinct.

Key matters over last few months:

- The last Council meeting for the year was held in November and covered a range of topics, including: a visit / discussion with Ministry of Health (including, Medicines Control, Therapeutics Product Regime, Priorities of new Government); Council Maori strategic framework; Fee consultation progress; complaints and disciplinary recommendations; regulatory approach; standards update; and, key projects update.
- Another milestone has been reached in our business improvements - registration on-line for interns and new graduates is also now possible. The team has just about completed all applications.
- Successful assessment centre has been held and results for interns have been made available.
- Fee consultation feedback now being analysed.

On behalf of the whole team at the Council we would like to take this opportunity to wish you all the best for the festivities soon to be upon us. Hope you have an enjoyable and safe time with whanau and friends.

We will be closing the office between 22 December 2017 through to 8 January 2018 but look forward to working with you in the New Year.

Noho ora mai



Mark Bedford  
Chair



Michael Pead  
Chief Executive

*“Promoting  
enhanced wellbeing  
through  
excellence in  
pharmacy practice”*

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## Advertising

Council would like to remind pharmacists to refer to the joint [Council and Society Advertising Guidelines](#) before undertaking marketing or advertising campaigns.

Council has recently considered examples of comparative advertising of prescription charge discounts and has decided it is necessary to make it clear that the Advertising Guidelines also refer to advertising of pharmacy services, prescription charges and prescription co-payments. Please follow the link to the Pharmacy Council Advertising Notice and familiarise yourself with the content [here](#).

The Council will be undertaking work over the next 12 months to develop an Advertising Code of Practice for Pharmacists and will consider other forms of advertising such as endorsements and testimonials.

Responsible pharmacists named on the Pharmacy License and Pharmacists in Charge are accountable for ensuring pharmacy advertising meets the Guidelines, even when the advertising originates from an external source or organisation.

*Have a Happy and Safe  
Holiday*

## Complementary and Alternative Medicines (CAM)

Council has recently finalised the "[Pharmacy Council Complementary and Alternative Medicines – Statement and Protocol for Pharmacists](#)".

Please ensure that you read and take note of the content of the revised statement which sets out Council's expectations for pharmacists supplying complementary and alternative medicines.

The fundamental principle that guides practice in this area is "informed consent". The patient must be made aware of the risks and benefits of any treatment and CAM products must not be misrepresented or patients misled through false claims.

A protocol is included to clarify the standard and content of consultation Council expects of pharmacists supplying CAM to patients.

**At all times the health, well-being and safety of the patient MUST be the primary focus.**

## Accreditation of a Continued Education Activity

We have heard there is some confusion around whether Group 2 activity has to be accredited. The short answer is no it does not. The Society does offer an accreditation service but that is the choice of a provider to have an activity or assessment accredited – it is not a requirement (information on this service can be found on the Society's website).

Similarly as we covered in our August 2016 newsletter, the continuing education you elect to complete and record on ENHANCE for the purpose of recertification does not have to be accredited; however, you must select learning activities that comply with Council's Recertification Framework and the ENHANCE guidelines.

## Consultation Feedback

On 1 November 2017, Council opened two consultations; one regarding the proposed Annual Practising Certificate (APC) fee and one regarding the proposed Written Examination fee.

Consultations closed on 1 December 2017, and we received a great number of responses – thank you to all those who gave us their thoughts.

The next steps are for us to carefully review each response and take them to our Council members to discuss and determine what APC and Written Exam fees will apply.

Council aims to provide its final decision on its website late January/early February 2018.

## Professional Conduct Committee (PCC)

A formal process is understandably stressful, but a greater appreciation of the process can alleviate this stress.

A Professional Conduct Committee is an independent committee appointed by Council to investigate questions regarding the professional conduct of a pharmacist, arising from complaints, convictions or concerns held by the Council. Whilst a referral by Council to a PCC might be considered a punitive or disciplinary action, the article on our website [here](#) aims to set the record straight.