

**FAQ'S**

**Question 24**

MCA do's and don'ts for events

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<b>DO'S</b>	
<b>1. RED FACE TEST</b>	<ul style="list-style-type: none"> <li>• Ask yourself – can I substantiate this should it appear in the media? Is it justifiable, fair, transparent, balanced and in the interest of the patient?</li> <li>• Remember that this applies to both online and offline advertising (including social media)</li> </ul>
<b>2. MODESTY</b>	<ul style="list-style-type: none"> <li>• Consider how you interact with HCP's and how this can be perceived by patient</li> <li>• Is it reasonable, fair and modest?</li> </ul>
<b>3. RECERTIFICATION</b>	<ul style="list-style-type: none"> <li>• Remember to recertify your promotional material at least every two years</li> <li>• Remember you need to recertify by taking the assessment every two years to be code compliant</li> </ul>
<b>4. GIFTS</b>	<ul style="list-style-type: none"> <li>• Occasional gifts to healthcare professionals, appropriate administrative staff, sales and other staff are acceptable provided that they are: <b>Inexpensive and of modest intrinsic value.</b></li> <li>• The value of gifts should not exceed R300 (inclusive of VAT)</li> </ul>
<b>5. CPD MEETINGS AND CONFERENCES</b>	<ul style="list-style-type: none"> <li>• The main focus of CPD meetings and conferences must be clearly scientific and/or educational</li> <li>• The venue must be appropriate</li> <li>• The meeting and event must be appropriate to all delegates' scope of practice</li> </ul>

<b>DON'TS</b>	
<b>1. SCHEDULED MEDICATION</b>	<ul style="list-style-type: none"> <li>• Do NOT advertise scheduled medications directly to consumers (with the exception on S0 and S1 medications)</li> </ul>
<b>2. OFF-LABEL INFORMATION</b>	<ul style="list-style-type: none"> <li>• Do NOT have sales and marketing personnel disseminate off-label information</li> </ul>
<b>3. ENDORSEMENTS</b>	<ul style="list-style-type: none"> <li>• NO <b>celebrity</b> endorsements are allowed for promotion of medicine directly to consumers</li> <li>• Professional endorsement of medicine by a HCP shall be within the scope of their respective <b>professional Codes</b></li> </ul>
<b>4. REFERENCING</b>	<ul style="list-style-type: none"> <li>• Do NOT use promotional material without credible referencing</li> <li>• References must be made available on request from a HCP</li> </ul>
<b>5. STAND-ALONE ENTERTAINMENT</b>	<ul style="list-style-type: none"> <li>• NO stand-alone entertainment or other leisure, social or sporting activities may be planned, arranged or funded by companies</li> </ul>