



CPhA POSITION STATEMENT

Sale and Dissemination of Prescription Data

The Canadian Pharmacists Association recognizes that:

- collection and analysis of prescription data is useful in the management of pharmaceuticals.
- studying the prescribing patterns of individual prescribers can be of value in the development of policy to improve drug use and patient safety.
- the establishment of the National Prescription Drug Utilization Information System is an important policy initiative to provide prescribers and pharmacists with better information about drug utilization.
- data collection should be permitted by privacy legislation.
- individual pharmacists may be required to adhere, where relevant, to a variety of local, regional, provincial and national guidelines with respect to privacy and confidentiality.
- use of such prescription data should be restricted to drug utilization research and prescriber feedback programs within formally constituted drug plans or used solely in aggregated formats for commercial market research purposes.
- the practice of profiling individual prescribers in such a way that permits targeting of marketing efforts should be controlled and should only be permitted if required by law or with the individual's consent.
- targeted commercial interventions may challenge the autonomy of individual health professionals to act in their best judgement for patients.

Therefore, the Canadian Pharmacists Association:

- supports the collection and analysis of prescription data to improve drug use and health outcomes of Canadians (through education, audit, prescriber feedback and drug utilization reviews).
- supports the use of aggregated data, which does not disclose specific individual prescribing or dispensing information, for the purpose of market research.
- opposes the use of collected prescription data to target individual health care professionals for marketing purposes without prior consent.