

Pharmacy Reward Programs



Many pharmacies offer reward programs such as loyalty points or coupons that can be redeemed for gifts, vacations, discounts, or other bonuses.

Since 2011, the B.C. Ministry of Health has not allowed pharmacies to offer inducements¹ on costs paid by PharmaCare.

In January 2016, a more comprehensive bylaw of the B.C. College of Pharmacists came into effect, prohibiting pharmacies from offering inducements on the purchase of **any** prescription medication, prescribed medical device or supplies, or for pharmacy services.

Pharmacies may still offer inducements on non-prescription drugs purchased off the shelf, and on non-drug items such as cosmetics, food, and stationery.

For more information on the College's policy on inducements, please visit their website at www.bcpharmacists.org/prohibition-provision-incentives.

BC PharmaCare is the provincial drug insurance program. It helps British Columbians with the cost of eligible prescription drugs and certain medical supplies.

The **B.C. College of Pharmacists** is responsible for licensing and regulating pharmacists in British Columbia.

¹ Includes cash, loyalty points, coupons, discounts, goods, rewards, or any other scheme which can be redeemed for a gift or other benefit.