

The opinion of Ministry of Health of the Republic of Latvia on the public consultation on the „Report on current practices with regard to the provision of information to patients on medicinal products”

At present the European Union's (hereinafter – EU) legislation forbids to advertise medicinal products on prescription for consumers. The European Commission (hereinafter – EC) foresees to maintain this ban, expanding the possibility for the residents of the EU to get more information about the medicinal products on prescription. As it is already foreseen for the pharmaceutical industry to provide information about the medicinal products on prescription, we consider that the EC needs to define clear criteria for the content of information concerning the medicinal products, so to exclude cases when information provided by the pharmaceutical industry can be classified as an advertisement.

To promote rational use of medicinal products, there is a need to note that interests of consumers are the priority instead of interests of pharmaceutical industry. There is necessity to state clear responsibility and liability of each stakeholder which is going to be involved in the process of providing information.

It is foreseen that pharmaceutical industry will be able to provide information to all the mass media. We consider that such possibility for the pharmaceutical industry to provide all the information about medicinal products on prescription would make this information equal to advertisement. That is why it is needed to define in which cases and what kind of information is allowed to be provided to mass media.