

REGISTRATION FORM : PARTICIPANT DETAILS

NAME																									
DESIGNATION																									
ORGANISATION																									
ADDRESS																									
TELEPHONE OFFICE																									
MOBILE																									
FAX																									
EMAIL																									
MEAL	Non-Vegetarian										Vegetarian														
SESSION	Healthcare Services Advertisement										Medicinal Product Advertisement														
SIGNATURE																									
DATE																									
MODE OF PAYMENT																									
Cheque / Bank Draft No:	_____																								
Date:	_____																								
<ul style="list-style-type: none"> • Payment (RM 175.00 per person per session) via cheque or bank draft must be made payable to "MALAYSIAN PHARMACEUTICAL SOCIETY" and submitted directly to the secretariat • Seats are limited to 60 participants each session • Registration form may be photocopied. Registration is based on first come first serve basis • Registration form should be completed and returned to the Secretariat before the dateline (21st October 2013 for healthcare services advertisement session & 25th November 2013 for medicinal product advertisement session) with the correct payment. • Registration fee is inclusive of course materials, lunch and refreshments. • No refund upon cancellation. However, replacement is allowed with notice one week before the event. • The Secretariat reserves the right to make amendments to the program without prior notification • Cheque or bank draft will be return to the applicant if the application is denied due to limited seats 																									



Seminar on Vetting of Medicine Advertisement

Healthcare Services Advertisement
29TH OCTOBER 2013

Medicinal Product Advertisement
3rd DECEMBER 2013

venue:
PHARMACEUTICAL SERVICES DIVISION
PETALING JAYA

Jointly Organized by:



PHARMACEUTICAL SERVICES DIVISION
MINISTRY OF HEALTH
www.pharmacy.gov.my

And



MALAYSIAN PHARMACEUTICAL SOCIETY
www.mps.org.my

Objective

To disseminate information on the medicine & healthcare services advertisement.

To train the participants on the vetting of medicine & healthcare services advertisement.

To assist the participants towards the compliance of advertisement regulations

Who Should Attend

Pharmaceutical industries / Product holders / Pharmaceutical retailers (Marketer)

Marketing, administration or PR dept. Of Medical Institutions (private hospitals, private clinics, radiological clinics & medical laboratories)

Advertising agencies & agents, Broadcaster (TV & radio stations), Newspaper / magazine agencies (editor & advertisement dept.), Ad printers.

Secretariat

Advertisement Unit

Pharmaceutical Services Division, Ministry of Health
Lot 36, Jalan Universiti, 46350 Petaling Jaya, Selangor

www.pharmacy.gov.my

Tel: 03-7841 3200 Fax: 03-7968 2222

En. Dennis Ko Kang Chien (3314): dennis@moh.gov.my

Cik Umadevi (3663): umadevi.krishna@moh.gov.my

You may bring along your draft advertisement for discussion



"Tonight's program is sponsored by pills. Red pills, blue pills, green pills, purple pills! Pills, pills, and more pills! Ask your doctor if pills are right for you!"

HEALTHCARE SERVICES ADVERTISEMENT SESSION PROGRAM TENTATIVE

29TH OCTOBER 2013

0800 – 0900	Registration of participants
0900 – 0930	Overview of Medicine (Advertisement & Sales) Advertisement Act 1956
0930 – 1030	Malaysian Medical Council's Ethical Code & Guidelines
1030 – 1100	Morning break
1100 – 1200	Guideline on Healthcare Facilities Advertisement and Policies
1200 – 1300	Case study 1
1300 – 1430	Lunch Break
1430 – 1630	Case study 2
1630 – 1700	Evening Break & End

MEDICINAL PRODUCT ADVERTISEMENT SESSION PROGRAM TENTATIVE

3RD DECEMBER 2013

0800 – 0900	Registration of participants
0900 – 0930	Overview of Medicine (Advertisement & Sales) Advertisement Act 1956
0930 – 1000	Guideline on Medicinal Product Advertisement and Policies
1015 – 1045	Morning break
1045 – 1130	Guideline on Medicinal Product Advertisement and Policies (cont.)
1130 – 1300	Case study 1
1300 – 1430	Lunch Break
1430 – 1630	Case study 2
1630 – 1700	Evening Break & End