



PHILIPPINE MEDICAL ASSOCIATION

THEME: "BUILD, BUILD, BUILD PMA! BUILDING THE FUTURE TODAY."

Member : World Medical Association (WMA)
Co-Founder : Confederation of Medical Association in Asia and Oceania (CMAAO)
Medical Association of Southeast Asian Nations (MASEAN)
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June 15, 2020

PMA GUIDELINES FOR DOCTORS IN ADVERTISING/PEDDLING/POSTING SERVICES AND/OR PRODUCTS DURING THE PANDEMIC OR POST-PANDEMIC:

- A. PRODUCTS** - Defined herein as health products offered for treatment or remedy for a disease or medical condition including but not limited to vaccines, testing kits medicines and similar products prescribed under all of the following conditions:
1. All health products offered for treatment, remedy or vaccination must be, at the time they are offered and administered, currently registered with the Food And Drug Administration.
 2. Health products, at the time they are offered and administered, shall not have expired.
 3. Unless they fall under the exemptions, health products, at the time they are offered and administered, must have been with a doctor's prescription and must have been dispensed from a licensed pharmacy.
- B. SERVICES** - Defined herein as offering to administer or administering the health product orally or by way of injection either intradermally, intramuscularly or intravenously, or any form of administering health products. Offering professional health services shall comply with the following conditions:
1. Practice of medicine is not within the commerce of man, and thus doctors or other allied professionals with the consent or in behalf of the doctor who are peddling, posting or advertising through any form of media, professional health services at such fees that are low or high, either to solicit patients for personal gain, or to exorbitantly profit from it, are considered unethical.
 2. Allowing or abetting allied health care professionals in administering health products without his/her presence and/or supervision is unethical.

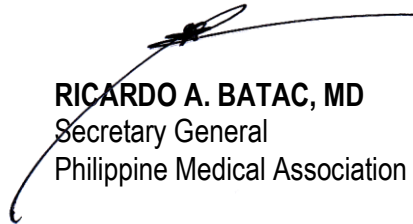
3. Consultation via SMS or texting is strictly discouraged unless it is for life-saving purposes and it is the only available communication during that moment of emergency. The exchanges of messages via SMS or texting constitutes a proof of physician-patient relationship.

These guidelines are effective immediately and shall form part of the Code of Ethics of the Medical Profession in the Philippines.

This 13th day of June, 2020, Quezon City, Philippines.



BU C. CASTRO, MD, LI.B., FPSP
Chairman
PMA Commission on Ethics



RICARDO A. BATAK, MD
Secretary General
Philippine Medical Association



JOSE P. SANTIAGO JR., MD
President
Philippine Medical Association