

To Iowa Pharmacists:

The Iowa Board of Pharmacy, at their meeting on April 27, 2012, reviewed the rule regarding advertising prescription drug information by a pharmacy [reference rule 657 Iowa Administrative Code 8.12(126,147)]. Because this rule specifically prohibits any reference to controlled substances in pharmacy advertising, the Board had interpreted this rule to prohibit the use of discount coupons toward the purchase of pseudoephedrine-containing products in Iowa.

Following review and discussion of the rule, the Board has amended their previous interpretation of this rule as it relates to original manufacturer's discount coupons for the purchase of controlled substances in Iowa. The Board has determined that, since the rule relates to pharmacy practices, the rule does not prohibit a manufacturer from offering or providing discount coupons for the manufacturer's controlled substances products.

Therefore, effective immediately, a pharmacy may honor a manufacturer's original discount coupon presented by a patient for the purchase of a controlled substance including a pseudoephedrine-containing product. A pharmacy may not provide a discount for a controlled substance upon presentation of a copy of a manufacturer's discount coupon for the product; only an original manufacturer's coupon may be accepted for a discounted purchase of the controlled substance.

Please note that the pharmacy is still bound, when selling pseudoephedrine-containing products, by the quantity and time restrictions imposed by federal and state laws and regulations.