



Republic of the Philippines
Department of Health
OFFICE OF THE SECRETARY

MEMORANDUM

FOR : ALL DRUG OUTLETS AND OTHER CONCERNED

SUBJECT : Standard Information, Education and Communication (IEC) Materials for the Implementation of the Maximum Retail Price (MRP) for drugs and medicines

DATE : 22 May 2020

On 17 February 2020, His Excellency, President Rodrigo R. Duterte, signed the Executive Order (EO) No. 104 with the subject "*Improving Access to Healthcare through the Regulation of Prices in the Retail of Drugs and Medicines,*" wherein 87 drug molecules (which is equivalent to 133 drug preparations/formulations) were placed under the Maximum Retail Price (MRP) and Maximum Wholesale Price (MWP).

As part of its implementation, all drug outlets including but not limited to drug chains, independent drugstores, and public and private hospital pharmacies shall have all IEC materials, prescribed by the Department, be available in a conspicuous area within their premises for the reference of their customers. It includes both English and Tagalog versions of MRP list of medicines and frequently asked questions.

Soft copies of the IEC may be downloaded at bit.ly/MRPIEC and www.pharmadiv.doh.gov.ph. You may also email at mdrp.doh@gmail.com if the links above are inaccessible. All drug outlets shall produce the said IEC material in a *menu card / booklet* style in a 21.59 cm (W) x 27.94 cm (L) (Letter Size) page size, no margin. Further, only transparent front cover is allowed.

The availability of the said IEC materials shall be part of the licensing requirements of the Food and Drug Administration pursuant to the Implementing Rules and Regulations of the Republic Act No. 9502. Due to the current COVID-19 situation, drug outlets may temporarily use the EO. No. 104, which is available from the said links, in lieu of the prescribed IEC materials. Nevertheless, this stopgap measure shall only be employed until **02 July 2020**.

For your information and compliance.

By the Authority of the Secretary of Health:


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