

Coupon or Rebate Programs

(June 4, 2003)

The redemption (money, drugs, or services) or direct distribution of coupons used in the sale of veterinary pharmaceuticals, biologicals, or pesticides is considered to be professional misconduct.

Direct involvement of a veterinarian in providing a coupon or rebate (money, drugs, or services) constitutes a conflict of interest. Veterinarians must recommend products to their clients based on their own professional judgement and the best interests of the animal, not on a promotion offered by the manufacturer.

Veterinarians who are approached by their clients about coupon or rebate programs should advise their clients that their College has regulations prohibiting veterinarians from participating in the program.

Foods, and spay/neuter or adoption program coupons or vouchers that are for a set dollar amount and are redeemable by all veterinarians, are exempt from this policy.