

# Statement on Telehealth and Supply of Pharmacy Services over the Internet

## Introduction

- Under section 118(i) of the Health Practitioners Competence Assurance Act 2003, the Pharmacy Council has the authority and obligation “to set standards of clinical competence, cultural competence, and ethical conduct to be observed by health practitioners of the profession”.
- The Pharmacy Council wishes to provide pharmacists with clear expectations of standards for Telehealth and Supply of medicines over the internet. The intent is that this document informs and guides the professional judgement of pharmacists.
- This statement should be read in conjunction with other general and pharmacy specific legislation, statements, and guidelines that provide guidance on this topic. Pharmacists are expected to exhibit behaviour that reflects their professional standing and maintains the public’s trust in the pharmacy profession.
- Although the use of technology has the potential to provide benefits to society by facilitating the appropriate and timely access to medicines and pharmacy services, it also carries risks that must be mitigated.
- This statement may be used by any relevant organisation, including the Health Practitioners Disciplinary Tribunal, the Pharmacy Council, the Ministry of Health, and the Health and Disability Commissioner as a standard by which a pharmacist’s conduct is measured and sanctions imposed.

## Definitions

- For the purposes of this statement, telehealth is defined as: “the use of information and communication technologies to deliver health care when patients and care providers are not in the same physical location”.
- Face-to-face means where the pharmacist and patient are physically present in the same physical location.
- Responsible pharmacist means a pharmacist who has effective control of the pharmacy and its services and is named on the licence.

## Scope

- This statement applies to all communications, services and supplies that occur when patients and pharmacy care providers are not in the same physical location.
- It also includes communication to other health professional with regards to common patients.

## Pharmacist Responsibilities

- All pharmacists are responsible for ensuring that their own practice and the practice within their workplace complies with legislative, ethical and professional standards.
- The responsible pharmacist as named on the pharmacy licence, has overall responsibility for ensuring that all activities (including that of any internet sites or electronic communications) comply with legislative, ethical and professional standards.
- Should a pharmacist become aware of any non-compliance relating to the above activities, they must take immediate action to modify the material and /or processes so that it complies with relevant standards

## General Principles

- Any workspace, device, software or service used by the pharmacist for the purposes of telehealth and internet supply must be secure, private and fit for purpose.
- Pharmacists must ensure that continuity of care is maintained irrespective of the mode of healthcare delivery.
- The patient must provide informed consent to receive healthcare in the manner proposed and care and safety must not be compromised by the mode of delivery.
- Whilst a face-to-face consultation remains best practice, particularly where patient assessment is required, information and communication technology facilitated consultations may also be appropriate and improve patient access to health professionals.
- The standard of advice and service available via telehealth or the internet should be of the same level to that which would be received by a patient consulting directly with the pharmacist.
- Pharmacists must be aware of the limitations of telehealth and internet supply (e.g. Difficulty in ensuring patient identity, low resolution of images or sound) and ensure patient safety is not compromised. If a pharmacist is unable to provide a service to the same standard as a face-to-face consultation, the pharmacist must make this clear to the patient and discuss alternative options.
- Where records must be kept for face-to-face consultations and supply of medicines, such records must also be kept for Telehealth and internet supply.

## Supply of Medicines over the Internet

- Pharmacists must comply with all the legal and ethical requirements when supplying and/or dispensing medicines over the internet.
- Pharmacists may only supply medicines from a licensed pharmacy premises (Medicines Act section 18). The same laws apply for a pharmacy internet site as for a pharmacy premises. The website must prominently display the proper name, physical address and all other essential contact details for the pharmacy, including the name of the charge pharmacist.
- Pharmacists must ensure they have sufficient information to assess the patient's needs and must also satisfy themselves of the clinical appropriateness of supply.

## Internet sales of over-the-counter (OTC) medicines

- Assessing the suitability of the medicine for the intended user will necessitate a conversation with the individual or the individual's caregiver and/or a questionnaire to be completed. In addition, counselling and advice should be provided verbally and/or in writing and an invitation to use a free-phone telephone number for further information could be appropriate.
- Pharmacists must exercise their professional judgement when supplying medicines with potential for abuse, misuse and dependence (e.g., sedating antihistamines, cyclizine, pseudoephedrine). Best practice for providing these medicines is a face-to-face consultation whenever possible. Otherwise, a telehealth consultation should be carried out with the same standard of care as an in-person consultation, and if there is any doubt about the authenticity and clinical appropriateness of the request, the pharmacist must refuse the sale.
- It is inappropriate to supply Pharmacist Only (Restricted) Medicines for chronic supply over the internet, outside of New Zealand, for example sildenafil, since the ability to conduct patient assessment and monitoring is lost.

## Provision of prescription medicines over the internet

- It is illegal for patients to be in possession of a prescription medicine unless it has been prescribed for them by a New Zealand registered prescriber. For this reason, requests for supply of prescription medicines on prescriptions written by non-NZ prescribers must be declined.
- Specific conditions that must be met for a signatureless prescription with an NZePS barcode to be valid include:
  - The system that generates the prescription must have been authorised by Health NZ for Signature Exempt Prescriptions; and
  - For prescriptions to be valid, the pharmacy must use the barcode at the point of dispensing otherwise the signed original prescription is required.
  - For all conditions, please refer to [Signature Exempt Prescriptions and remote prescribing – Health New Zealand | Te Whatu Ora](#)

## Related resources

- Medicines Act 1981 and its regulations
- Misuse of Drugs Act 1975 and its regulations
- Competence standards for Aotearoa New Zealand Pharmacist 2023
- Code of Ethics
- Health and Disability Commissioner Act 1994
- Code of Health and Disability Services Consumers' Rights
- Social Media and the Pharmacy Profession
- Health Information Privacy Code 2020
- Protocol for the Sale and Supply of Pharmacist only Medicines in Chronic Conditions
- Advertising Standards Authority Therapeutic and Health Advertising Code 2026
- Medsafe Guideline on the Regulation of Therapeutic Products in New Zealand: Advertising of therapeutic products