



The Animal
Charity
Platform

Veterinary Practice Notice and Flyer - response to consultation.

The Animal Charity Platform is an online pharmacy that provides low cost medication to charities rescuing and re-homing animals, and to charities working with animals to support disabled people. We are a charity, and work with other charities and with people acquiring animals through charities such as re-homers and assistance dog owners.

In order to access our low cost medication, our members need to get a prescription from their vet and upload it to our website. Our experience so far is that people are reluctant to do this, and that vets do not always make it easy for them to ask. We therefore welcome the CMA's proposals in this area, and have some detailed comments on the copy below.

More generally, and whilst this is a broader point than the posters, we believe that there is a need for greater transparency around the ownership of online pharmacies. We believe that websites should be required to make their ownership more prominent, highlighted on their home pages. Many of the largest online veterinary pharmacies are owned by large corporate groups, but this isn't obvious to users. Greater transparency on this would allow consumers to make more informed decisions about who they wish to source their medications from.

Specifically on the posters:

- We think that they are very clear and helpful, and a good initiative
- We are not sure who the 'other retailers' are in the sub-heading and it may help to make this clear

10a Parc Caer Seion, Conwy. LL32 8FA. North Wales. United Kingdom

email: animalhelp@tacp.org.uk
web address: www.tacp.org.uk

Charity No. 1210765



The Animal
Charity
Platform

- We suggest that it may be even clearer to say 'you should expect to be offered a written prescription during your consultation' in your first of three points, to transfer some responsibility for this from the consumer to the vet. There is already a 'balance of power' issue with consumers finding it hard to challenge their vet, especially when their beloved pet is involved, and we believe that the vets need to take some responsibility and initiative here.
- We also wonder whether you could add onto the poster the maximum permitted prescription charge, to encourage vets to lower their prices as much as possible
- On the ongoing medication poster again we feel that it needs to say that they should be offered a written/digital prescription

10a Parc Caer Seion, Conwy. LL32 8FA. North Wales. United Kingdom

email: animalhelp@tacp.org.uk
web address: www.tacp.org.uk

Charity No. 1210765