

From: [REDACTED]
To: [VetsMI](#)
Cc: [REDACTED]
Subject: Re: Which? input to CMA Vets – consultation on draft substantive Order and Undertaking
Date: 17 August 2026 15:32:50

Good morning,

Thank you for the opportunity to provide feedback on the design of the consumer-facing flyers. Generally speaking we think the flyers could help increase awareness of the possibility of using alternative medicine suppliers. In particular, the large and bold heading on both flyers is very effective at conveying the key message about saving money on medication clearly and quickly.

We have some feedback on specific elements:

- Where the RCVS help page is linked to (*“For information on authorised online pharmacies and further advice from the Royal College of Veterinary Surgeons, visit: rcvs.org.uk/help”*), the first part of the copy refers to a specific matter (authorised online pharmacies) but links to the general help page. It is not intuitive to then navigate to the accredited retailers. We think directing consumers more clearly to the authorised pharmacies page would be helpful. The flyer encourages consumers to compare prices online, so it would be helpful to point them to where they can begin their search.
- Regarding the copy below the main heading (*“You can choose where to buy your pet’s medication Compare prices online and at other retailers to see the savings you might make”*), we suggest considering a full stop between the first and second sentence or increasing the horizontal space. It could be read as a single sentence at first glance.
- We are unsure whether the chart on the ongoing medications flyer will communicate the message effectively. Neither the bars nor y axis are labelled, so it may be unclear at first glance what they represent. Alternatives might be using simple figures as an illustrative example, or using an infographic style with £ icons to quickly convey that the message is about cumulative cost saving.

Finally, if this has not been done already, some user testing may be beneficial - for example assessing how pet owners react to the flyer in situ in a practice, and what they understand of the key message at first glance and when looking in more detail.

Kind regards,

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