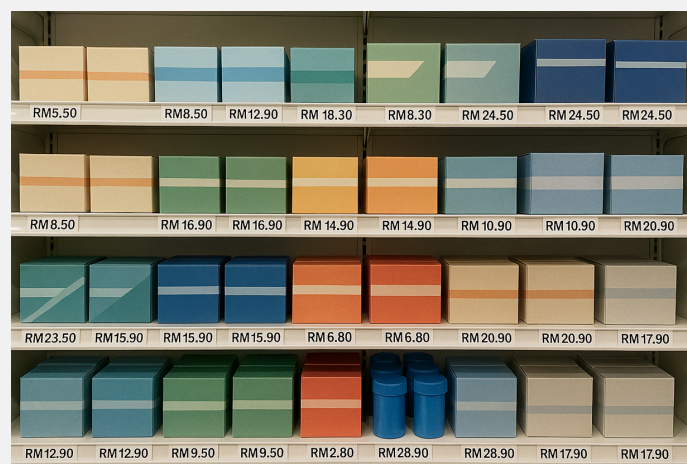


Empowering

Patients through Medication Price Transparency

Recently, the Malaysian government enacted the Price Control and Anti-Profitteering (Price Marking for Drug) Order 2025, mandating all private healthcare premises, including community pharmacies, private clinics, and private hospitals, to display the prices of medicines sold to the public. This includes prescription medicines, over-the-counter (OTC) drugs, traditional medicines, and health supplements. The price display must be in physical form, clearly depicted, and readily accessible to consumers without requiring the use of their personal devices. The order, which came into effect on May 1, 2025, provides a three-month grace period for compliance, during which premises are expected to implement price display measures before enforcement actions and penalties begin.

The objectives of the Order, as outlined in an FAQ document by the Ministry of Health (MOH) (1), are to ensure that the public is aware of the price they need to pay, able to compare prices, and make informed decisions in obtaining medicines at reasonable and affordable prices. This policy enhances price transparency and strengthens consumer rights, hence increasing consumers' access to affordable medications.



The implementation of this Order may encourage community pharmacies, private clinics, and private hospitals to review and adapt their pricing approaches to better reflect consumer expectations and remain competitive in the healthcare market. This shift stands to benefit patients, who are at the heart of the healthcare system. In the long run, greater price transparency could strengthen patient-provider relationships by building trust. Consequently, healthcare providers may experience improved patient satisfaction and loyalty while maintaining the sustainability of their services in a more transparent business environment.

While the price display requirement is a recent development, the Ministry of Health has long provided the online Malaysia Medicines Price Guide (MyPriMe)—previously known as the Consumer Price Guide—where consumers can access the suggested retail prices of medications as provided by product registration holders (2). The price guide serves as a helpful benchmark for consumers to evaluate whether the prices offered to them are within a reasonable range. With the new Order in place, consumers are now better positioned to actively use this information when making informed purchasing decisions.

In conclusion, the implementation of the Price Marking for Drug Order 2025 is a timely and progressive measure within Malaysia's dual private-public healthcare system. This policy arrives just in time to help control and monitor drug prices, addressing growing concerns over rising out-of-pocket expenses for medications in the private sector. By placing medication affordability at the centre of its objectives, it empowers patients, promotes fair pricing practices, and strengthens public trust in the healthcare system. Most importantly, it takes a significant step toward ensuring equitable access to medications for all Malaysians.

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