











PTM StatComm Programs

Branded Communications by Email, Fax, Mail

StatComm mastheads are highly recognized and valued by HCPs, providing credibility and impact to healthcare communications. The logos can be used as headers for communications sent by email, fax and mail.

All Communications	
	<ul style="list-style-type: none"> • Leading HCP vehicle in Canada for healthcare messages. Conveys urgency. • Especially well recognized and respected by physicians and pharmacists.
Prescription Drugs	
	<ul style="list-style-type: none"> • For formulary listings and changes only. • Informs physicians and pharmacists about formulary changes at the provincial, federal and hospital level. • Announcements are sent to individual provinces. • French logo for French-Speaking audiences outside of Quebec.
	<ul style="list-style-type: none"> • Formulary changes specific to Quebec only.
	<ul style="list-style-type: none"> • Information and product developments on new prescription drugs. • Notifies HCPs on changes to indications, side effects, dosages or formats.
	<ul style="list-style-type: none"> • Announces new prescription drugs. • Can also be used for new indications.
All Products/Non Rx	
	<ul style="list-style-type: none"> • Announces product launches, including OTC and device launches.
	<ul style="list-style-type: none"> • For information on healthcare brands, including dosage updates, format changes, clinical guidelines, patient support.
Clinical News and Education	
	<ul style="list-style-type: none"> • Communicates the latest clinical developments, including guidelines, conference highlights, medical breakthroughs. • Useful for pre-launch scientific information.
	<ul style="list-style-type: none"> • Informs of Continuing Health Education events. • Can be included on invitations, overviews and follow-up communications.
	<ul style="list-style-type: none"> • For communications featuring Clinical Study data. • May be used for pre-launch to build disease state awareness, at launch to illustrate clinical benefits, or post-launch to promote new data.

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Clinical Information

KnowledgeXchange Direct

ÉchangeXdirect de connaissances

A series of mastheads that may be used to promote newsworthy clinical information.

CLINICAL STUDIES KnowledgeXchange Direct

CLINICAL NEWS KnowledgeXchange Direct

CLINICAL UPDATE KnowledgeXchange Direct

CLINICAL REPORT KnowledgeXchange Direct

CLINICAL INFO KnowledgeXchange Direct