


PTM Statmail Programs

Recognized Communications by Email, Fax, Mail

Statmail brand mastheads are highly recognized and valued by HCPs, providing extra credibility and impact to healthcare communications. The following logos can be used as headers for important communications sent by email, fax and mail. Medical translation services are also available.

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"> • Announces new prescription drugs. • Can also be used for new indications.
	<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.
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 new studies, 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.