

# The Mail Box @ PTM<sup>®</sup>

HEALTHCARE MARKETING NEWSLINE

January 2010

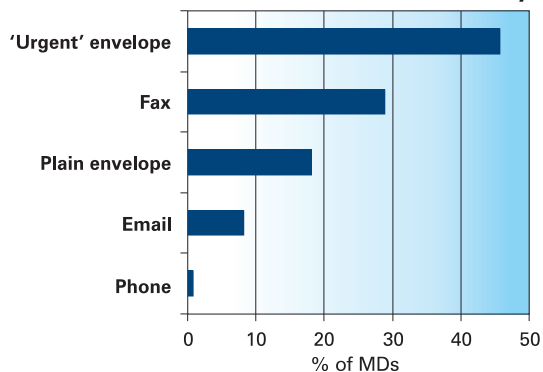
## Health Canada Safety Notices

PTM is the leading distributor of Health Canada mandated safety notices, which PTM has branded Red Box Warnings<sup>®</sup>. These communications require layout and artwork as specified by Health Canada. Most importantly, with PTM they are shipped rapidly and with a guaranteed delivery.



We recently conducted research on behalf of Health Canada to determine the preferred distribution methods by physicians for these urgent communications.

Preferred Method of Delivery



We asked 800 physicians how they prefer to receive Health Canada announcements on the safety of medications. Almost 60% chose mail (urgent and plain envelopes), and the vast majority of these wanted appropriate markings on the envelope to show it was an urgent message.

The other question was determining what image on the outside of the envelope motivates MDs most to open it. For those physicians that had a preference, Red Box Warnings on the envelope motivated them the most to open it, followed by PTM's branded Product Recall logo.

Getting healthcare professionals to read your message is our business. PTM's healthcare database and a variety of branded envelopes will help you maximize your investment.

Please give us a call to help guide you through Health Canada safety notices.

