

**PharmaDirect™** is a low cost option to inform pharmacists about changes to product availability, formulary status or other clinical information. Product messages are displayed under requested StatMail® headers (ie. Formulary Update, InfoRx, Product Information, etc.).

To maximize readership, PharmaDirect™ also includes a very popular classified section for the pharmacists. The package is delivered by name using their preferred method (mail, fax, or e-mail). PharmaDirect™ is delivered every second Wednesday and is also available on-line.

## Program Features:

- Biweekly pharmacy announcements
- Distributed by pharmacists preferred method (i.e. mail, fax or e-mail)
- Available on-line, complete with search engine (ipharmadirect.com)

## Program Benefits:

- Affordable biweekly news release
- Proven readership scores (greater than 90%)
- Banner ads available for additional product promotion
- Also included is the popular classified ads - Pharmacist to Pharmacist Exchange®

## Applications:

- New product announcements
- Formulary updates
- Stock status
- Format changes
- Product discontinuations
- Pricing changes

*Affordable promotion to all pharmacists*



Tel: (905)415-1940 | Web: www.ptm-health.com

**PHARMA DIRECT™ NEWS**  
January 24, 2007

**DISCONTINUATION OF DILAIDID SUPPOSITORIES 3 mg, LIST # 02451**  
Please be advised that Dilaidd Suppositories 3 mg, list # 02451 will be discontinued in March 2007. ...

**DOSE UPDATE FOR EPIPEN® JR.**  
The recently revised prescribing information states that Epipen Jr. can now be used for patients weighing 15-30 kg. ...

**Formulary**

**Aranesp (darifenacin HCl)**  
NEW FORMULARY STATUS IN ONTARIO  
Aranesp Canada Inc. is pleased to announce that on January 2, 2007 the government of Ontario added Aranesp to the provincial formulary list of medicines covered by the Ontario Drug Benefit (ODB) formulary. ...

DB#	BRAND	STRENGTH	DOSEAGE FORM	WPI	WPI#	DBP
02045001	Aranesp	100 mg/3.0 mL	Oral Soln 3.0 mL	PK	AK01	402 0000
0007120	Aranesp	200 mg/8.4 mL	Oral Soln 8.4 mL	PK	AK01	502 0000
0007100	Aranesp	100 mg/3.0 mL	Oral Soln 3.0 mL	PK	AK01	502 0000
0007107	Aranesp	100 mg/3.0 mL	Oral Soln 3.0 mL	PK	AK01	1000 0000

For additional information, please visit [www.ipharmadirect.com](http://www.ipharmadirect.com) or call 1-800-456-0451.

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**Maxalt RPD**  
Risperidone Tablets