

Utilizing **PTM's fax database**, urgent messages are broadcast immediately to healthcare target audiences. PTM has Canada's most active and reliable database of fax numbers which are permission based and phone verified.

Transmission reports verify successful deliveries and there is no charge for unsuccessful transmissions. Utilizing PTM's integrated approach to healthcare communications, mailing to the balance of unfaxable or unsuccessful transmissions is a recommended option.

### Program Features:

- The most accurate, current, and comprehensive database of fax numbers
- Permission to fax has been obtained
- Flexible header options
- Only successful transmissions are billed (verified by a 3<sup>rd</sup> party transmission report)
- Unfaxables can be mailed utilizing our in-house lettershop
- Pharmacist Statfax® messages can be posted in PharmaDirect™ News to increase impact and reach (bonus service)

### Program Benefits:

- Personalization of fax messages
- Sales leads with PTM's StatLine® Call Center or 1-800 Fax Back Service
- PTM's branded StatMail®, StatFax®, or PharmaDirect™ letterhead for optimal readership

*Urgent messages to healthcare professionals*

