

Professional Targeted Marketing

Company Background

PTM was founded in 1981 with the objective of providing the most accurate and comprehensive list of Canadian healthcare professionals. In 2009 we introduced our first US database of health care professionals – the NP/PA file. This is a fast growing specialty group of mid level clinicians with prescribing practices.

PTM joins our sister company, Formedic Communications, which has been operating out of our New Jersey office for over 30 years. Formedic Communications provides patient record forms to over 200,000 North American physicians. Our other sister company, Prism Healthcare Intelligence, supports many of our marketing initiatives with market research tools and insights. Specializing in online surveys, Prism recruits any targeted audience and provides comprehensive reports based on client specifications.

In Canada, PTM is the preferred supplier to Health Canada, other government agencies, major pharmaceutical companies, universities, healthcare associations and the majority of stakeholders in the Canadian healthcare system.

PTM healthcare lists are the gold standard for accurate targeting. None are more complete, more detailed, or more up to date. PTM list management draws on a variety of sources and involves a medically trained staff of researchers under the supervision of an MD.

Using the PTM database as a cornerstone asset, PTM has developed a portfolio of direct marketing programs in Canada that include StatMail®, PharmaDirect®, Sample Express®, Drug Recall Services, StatLine® (call centre) and many other multi-channeled marketing options. Services include mail, email and fax broadcasts, printing, lettershop and IT support – all under one roof.

Through the accuracy of its database, the innovative nature of its direct marketing tools, and an experienced team of marketing consultants, we look forward to handling your NP/PA direct marketing needs.



Lolita • Jennifer • Brenda
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Guaranteed Accuracy - 100% deliverable or postage rebated

Over 158,000 opt-in emails & counting

153 specialty selects

100%
GUARANTEED