

# ANSWERS RELATED TO YOUR PHARMACY QUESTIONS ABOUT



## 1. What is a SmartPayment™?

A SmartPayment™ is a branded reimbursement vehicle for a medication or device which, once presented at a retail pharmacy, becomes a safer vehicle for sampling an indicated product. The completed SmartPayment™ entitles the patient to receive a sample quantity of medication or a diagnostic device at no charge from their pharmacy of choice.

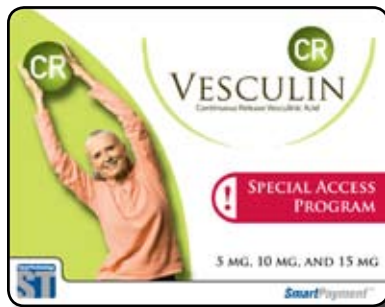
## 2. How does a SmartPayment™ differ from a SmartSample®?

A SmartPayment™ (see illustrations below) is not a prescription whereas a SmartSample® meets all the guidelines of a legal prescription once completed and authorized by a physician in Canada. SmartPayments may need to be accompanied by a prescription should the SmartPayment™ be used to sample a prescription product. In some provinces, this may be used as a preferred and safer method of providing evaluation trials for controlled substances. The SmartPayment™ is the temporary payment vehicle which must accompany the prescription in order for the patient (pharmacy customer) to receive the free sample or trial. In some instances, SmartPayments may also be used in a direct-to-consumer sample program (whereby Canada's Food and Drug Act regulations allow for such sampling) or, if a manufacturer chooses the SmartPayment™ format, as a preferred diagnostic sampling tool.



## 3. What are the benefits for Pharmacy of SmartPayment™ technology?

SmartPayment™ technology allows you to effectively counsel your patients on new medications or devices, provides direct payment for your professional services and supports improved patient safety by involving more health care providers, pharmacists and pharmacy technicians, in sampling of controlled substances, clinical trial medications and the latest medical devices.



Vesculin CR is a fictitious product.

## 4. How does SmartPayment™ benefit my Customers (Patients)?

SmartPayment™ benefits your customers by improving patient safety. It allows the patient access to pharmacist counseling on the new medication or device as early as the sample, it reduces the potential for drug interactions as the sampled medication is checked against the existing patient profile and it ensures product integrity as any controlled medication dispensed from the pharmacy has been stored in proper temperature and humidity conditions and validated to have been prescribed for its proper use by an authorized physician.

## 5. How are SmartPayments processed at Pharmacy?

Each SmartPayment™ has a pre-printed Carrier, Group and Client ID number that allows you to submit a claim for the sample medication or device to ESI Canada. Your reimbursement will include the ingredient cost, allowable mark-ups and your usual and customary professional fee or training fee (for certain diagnostic devices). SmartPayments are only valid for the DIN or PIN specified and have additional built-in security features to ensure successful processing.

## 6. Where are SmartPayments available?

SmartPayments are available in all Canadian provinces as are SmartSamples.

## 7. How do physicians gain access to SmartPayments for their patients?

Physicians may receive SmartPayments for their patients from pharmaceutical representatives and in some cases from direct-mail programs.

## 8. How can I suggest that a SmartPayment™ be used for a particular pharmaceutical or diagnostic device?

In speaking with the pharmaceutical or device manufacturer or their representative, highlight your preference for SmartTechnology™ sampling (SmartPayment™ and SmartSample®) practices and the patient benefits of sampling through retail pharmacy. Encourage them to contact STI to learn more about SmartPayment™ and SmartSample® SmartTechnology™.

## 9. Who currently supports the use of SmartPayment™ technology in Canada?

SmartPayment™ technology is currently supported by physicians, pharmacists, provincial pharmacy associations, medical societies, government and regulatory bodies across Canada.

## 10. Does SmartPayment™ technology meet the latest PIPEDA and CAI personal privacy legislation?

Yes, STI's SmartPayment™ and SmartSample® technologies comply with federal and provincial privacy laws. Specifically, in compliance with Canadian privacy law, STI does not use or disclose personal information to pharmaceutical and diagnostic manufacturers.

100+  
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