

ANSWERS TO YOUR 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 safe 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 in Canada.

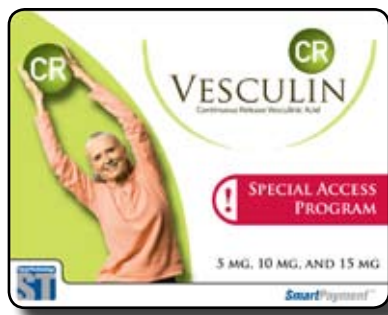
2. How does a SmartPayment™ differ from a SmartSample®?

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 your patient 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 or OTC sampling tool.



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

SmartPayment™ technology offers physicians improved sample inventory control with minimal effort, quality assurance of the medication, a reduction in liability and improvements relating to concerns of environmental waste while maintaining all the flexibility of traditional sampling. SmartPayment™ also offers physicians access to certain controlled drugs that may not otherwise be sampled in traditional formats.



Vesculin CR is a fictitious product.

4. How does SmartPayment™ benefit my Patients?

SmartPayment™ benefits your patients 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 at pharmacy 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. Does the introduction of SmartPayments mean that I will no longer be visited by pharmaceutical representatives?

Pharmaceutical representatives are a valuable physician resource and the introduction of the SmartPayment™ should in no way negatively impact on their presence in your office. Representatives will still visit to provide you with information about their products and to provide you with the SmartPayment™ to be used for patient samples.

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+
PROGRAMS