



**1. What is a SmartSample®?**

A SmartSample® is a branded physician leave behind which, once completed by a physician, becomes a prescription for the indicated product. The completed SmartSample® entitles the patient to receive a sample quantity of medication or a diagnostic device at no charge from their pharmacy of choice.

**2. How do I use a SmartSample®?**

Simply complete the required fields on the back of the SmartSample®, including the patient's name, the date and your signature. Instruct your patient to present the SmartSample® at their pharmacy of choice to receive the sampled medication at no charge. If the SmartSample® has an attached Physician Convenience Prescription, you may choose to complete this portion to allow your patient to continue with treatment following successful completion of the sample. The repeat prescription is paid for by your patient or their drug plan – the sample is always free!

**3. What are the benefits for physicians of SmartSample® technology?**

SmartSample® 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.

**4. How does SmartSample® benefit my patients?**

SmartSample® benefits your patients by improving patient safety. It allows the patient access to pharmacist counseling on new medication as early as the sample, it reduces the potential for drug interactions as the sampled medication is checked against the existing patient profile,

**Q+A**

**ANSWERS TO YOUR QUESTIONS ABOUT**



and it ensures product integrity as medication dispensed from the pharmacy has been stored in proper temperature and humidity conditions.

**5. Where are SmartSamples available?**

SmartSamples are currently available in all Canadian provinces.

**6. How do I gain access to SmartSamples for my patients?**

You may receive SmartSamples for your patients from pharmaceutical representatives and in some cases from direct-mail programs. If you would like to assure receipt of SmartSamples in the future, it is recommended to advise your office staff to pass along any mail or leave-behind pieces that are marked with SmartSample® and/or SmartMailer™ branding (see SmartMailer™ illustration).

**7. How can I suggest that a SmartSample® be used for a particular pharmaceutical or diagnostic device?**

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

**8. Who currently supports the use of SmartSample® technology in Canada?**

SmartSample® technology is currently supported by physicians, pharmacists, provincial pharmacy associations, medical societies, government and regulatory bodies across Canada as well as numerous pharmaceutical manufacturers.

**9. Does SmartSample® technology meet the latest PIPEDA and CAI personal privacy legislation?**

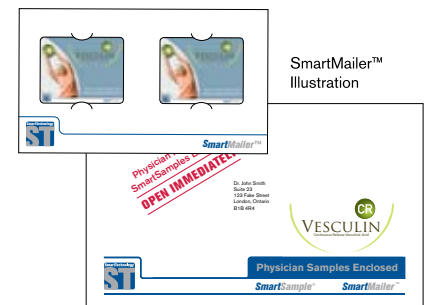
Yes. STI's SmartSample® technologies comply with federal and provincial privacy laws. Specifically, in compliance with Canadian privacy law, STI does not use or disclose personal information to pharmaceutical and diagnostic manufacturers.

**10. Does the introduction of SmartSamples mean that I will no longer be visited by pharmaceutical representatives?**

Pharmaceutical representatives are a valuable physician resource and the introduction of the SmartSample® 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 patient samples.

**11. Where should I store my SmartSamples?**

One of the advantages of SmartSampling is that they take up less office space versus traditional samples. Vinyl wall units are available from STI for storing your SmartSamples. It is easy to adhere these wall units to any flat surface (wall, door, desk) within your examination room to optimize SmartSample® accessibility.



**100+**  
**PROGRAMS**