

# Media Release

For Immediate Release



## Announcing... PPS<sup>®</sup> Mobile

*Leading pharmaceutical publisher launches a free, Web-enabled mobile phone and PC service to provide Canadian health care professionals with 24-hour access to reliable and timely product information from Canadian pharmaceutical companies.*

**Moncton, New Brunswick - April 8, 2009** — PPS<sup>®</sup> Pharma will soon be helping physicians, pharmacists, nurses, and industry stakeholders use their cell phones and personal computers to stay up to date on “Canadian” drugs and medical devices. This free, critical service will make current and reliable information available to health care professionals wherever and whenever they need it, so that they can give patients the best possible care and operate their businesses at peak efficiency.

After a brief, one-time registration, health care professionals can log on to PPS<sup>®</sup> Mobile anytime and anywhere to search for detailed product information, contact numbers, and sales policies for the more than 50 pharmaceutical companies that are currently customers of the printed PPS<sup>®</sup> Buyers Guide and Pharmacy Lighthouse Newsletter. They can also view news releases from the industry and place free classified ads. The service offers pharmaceutical manufacturers the advantages of quick and easy updates to their product information and the ability to send alerts to subscribers who have requested immediate notification of product changes. PPS<sup>®</sup> Mobile will be presented to industry stakeholders in early June, and the site will be publicly launched and accessible to all Canadian health care professionals in the fall.

According to company President Tony Hebert, “We are determined to make the most of the new mobile Web phone technology and the opportunities it offers. One of the highlights of PPS<sup>®</sup> Mobile is that health care professionals can choose to have our product alert system inform them of any product changes immediately. Health care professionals have told us that there is a great need for an accurate, up-to-date, and reliable source of information when choosing drugs for patients and assisting with compliance.”

“These days most of us are never far from our mobile phones,” Hebert added. “Our PPS<sup>®</sup> Mobile solution has great service potential, because cell phones are constantly on, they are always at hand, and they are personal and rarely shared. PPS<sup>®</sup> Mobile changes everything. It will deliver information anywhere, anytime, and on any Web-enabled phone or PC.”

To date, the PPS<sup>®</sup> Mobile concept has been presented to many pharmaceutical companies, all of whom are eager to witness what this new service will mean for their future communication methods. Hebert emphasized, "Our service over time will result in significant savings in communication costs and greatly improve the delivery of product information to health care professionals. Health care providers will no longer have to rely on third-party information suppliers for up-to-date product information. They can now have it on demand and straight from the source."

PPS<sup>®</sup> Mobile is not just an information lifeline for health care professionals. The pharmaceutical industry needs a new communication model in these difficult economic and environmentally sensitive times. Pharmaceutical marketers can use PPS<sup>®</sup> Mobile to broadcast industry news releases, brand their products, respond directly to inquiries, acquire and retain customers, provide drug education through video clips, and, of course, add value to their relationships with their customers. To date, PPS<sup>®</sup> Pharma has signed many enhanced mobile agreements with pharmaceutical companies to help them manage their information and deliver it to those who require it.

Total Pricing Systems developed the mobile system and will be managing all the technical and content administration of the site.

### About Total Pricing Systems

Since 1991, Total Pricing Systems has acted as an information mediator between pharmaceutical companies and their customers, providing communication services via its publications and its direct mail, e-mail, fax, and Web-based services. Total Pricing is headquartered in Moncton, New Brunswick, and has expertise in publishing, graphic design, Web management, and direct marketing services. It markets communication products under its PPS<sup>®</sup> Pharma brand with the trade names of the *PPS<sup>®</sup> Buyers Guide* and the *Pharmacy Lighthouse Newsletter*. For further information on Total Pricing Systems and its line of PPS<sup>®</sup> Pharma products and services, please visit their Web site at [www.ppspharma.com](http://www.ppspharma.com). To be the first to know when PPS<sup>®</sup> Mobile becomes available to health professionals, preregister at [www.ppsmobile.com](http://www.ppsmobile.com).

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