

Company News

PTM Celebrates 25th Anniversary

This August marked the 25th anniversary of **Professional Targeted Marketing (PTM)** providing direct marketing support to healthcare companies in Canada. It is a business that continues to grow by committing to quality data. "We have over 20 people doing nothing but updating and verifying our healthcare database." Dr. Joe Trager, founding owner explains, "It is a huge investment, but when clients understand the value of how our data can leverage their programs—we tend to get a lot of repeat business."

Over the years, many new programs have been developed to offer promotional assistance to clients. Lionel Dubiansky, Vice-President of Sales and Marketing reflects, "Knowing our customer's needs helps us bring to market new ideas like PreScript, SampleExpress and PharmaDirect and many refinements to our database. Everything grows out of ideas and discussions; the key is to keep listening."

Located in Markham, Ontario, PTM currently employs over 90 people. It is a sister company to **Formedic Patient Record Forms** and **Prism Healthcare Intelligence**.



CPM



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To put a face behind our newest thinkers, and find out how we can help power your brand's performance, call Heidi Forman at (416) 205-8229, or email heidi.forman@medicusgroup.com

3 binders of clinicals and a long weekend. It just doesn't get any better than that.
- Dorothy Czylyski, Scientific & Medical Advisor

Oh good, the client wants 9 more concepts by tomorrow.
- Allen Schopp, Senior Writer

What a great account guy. He rewrote the entire ad.
- Tobias Sallewsky, Creative Director

This brief has Pulitzer written all over it.
- Christine Lutze, VP, Account Director

I hope they don't mind regrouping on Christmas Eve.
- Linda Hawthorne, Account Director

