

MEDICAL & PHARMA



The PhRMA-Friendly "Cure-All"

The new PhRMA guidelines are here. What promotional items are you giving in order to stay compliant with the "educational" requirement while still being exciting and memorable?

WOW!'s PhRMA-compliant programs offer promotional product solutions for physicians, nurses, patients and even employees.

WOW! can tailor the types of requests available to physicians to only medical related questions, medical journal research and specific drug information.

Patients are limited to health related questions such as weather, pollen count, smog, traffic conditions and any even drug specific information such as drug dosage requirements and prescription reminders.

WOW! cards can also be used as business cards for your sales reps.