

## FAQ'S

### Question 16

Reply paid cards - We have a pharmaceutical client who sends out a postcard – DL Size with their new product information that is addressed to either a doctor – by name – followed by a postal address or pharmacy – by name and mailed as a first port of call to the healthcare provider.

This means that the address label which is affixed to the postcard will be sent out from our mail house directly to the doctor or pharmacist in question. I wish to point out that it is addressed to a person and therefore it is for the intended recipient.

The recipient does NOT HAVE TO RETURN THE POSTCARD VIA POST TO THE SENDER and this must be stressed. I have been asked by my client to clear the confusion around the difference between a direct mail shot and a response mail mechanism.

*Nicole Edelstein replies*

- Clause 9.8 HIGH STANDARDS, FORMAT, SUITABILITY AND ENDORSEMENT BY HCPS
- Clause 9: Note 2: Reply paid cards
- “Reply paid cards which are intended to be returned to companies through the post must not include matters which relates to a health product which may not be legally advertised to the public. Reply cards may only bear the name of the product. The inclusion of information would constitute advertising to the public.”

What restrictions apply if a postcard is addressed by name to a doctor or pharmacy?

Do these restrictions differ depending on whether a direct mail shot or a response mail mechanism is employed?

*Nicole Edelstein replies*

- Difference between a direct mail shot and a response mail mechanism
- Medicine scheduled 2 or higher, this would be in contravention of Regulation 45
- The guideline explains this further by advising that reply cards may only bear the name of the product