

Important safety messages addressed to Health Professionals about medicines:

Establishing a new logo for simplification of their identification

After 21st May 2013, a new mode for sending « Dear Health Professional Letter » to health professionals (doctors, pharmacists, nurses, midwives, therapists...) will be set up.

This evolution jointly developed by the French Agency (ANSM) and the pharmaceutical firms, is registered under the reinforcement of the safety established by the French Law n° 2011-2012 of 29 December 2011.

Henceforth the set of important messages concerning drugs (previously named “Dear Doctor Letter” then “Dear Health Professional Letter”) will be communicated through the denomination « **Information Sécurité Patients** ». These messages formulated under the control of the French Agency (ANSM) will be under the heading « **Information transmise sous l'autorité de l'ANSM** » (“Information sent under the authority of ANSM”).

The set up plan rests on:

- **A new visual identity:** Creation of a single visual identity to help for immediate recognition of important messages in terms of information and safety:



This is why the logos of the ANSM or of the companies will not be included on such mails. Therefore if the communication affects only one company, it can add its own logo, the common logo remaining systematic.

- **A modernized diffusion mode:** messages addressed to health professionals by **e-mails, faxes or postal letters**. The sender e-mail address will be « information@securite-patients.info ».
- **A new form of messages:** shorter messages in order to facilitate the reading (1 page recto-verso max). The additional information or entire Summary of Product Characteristics will be always accessible on the web site of ANSM and mentioned by a reference at the end of the message. The list of drugs and companies will be included at the end.

In parallel with this new procedure, the ANSM will diffuse when necessary safety information under its own logo.

It is important that the health professionals be informed and recognize easily this new visual which will permit the identification of essential information for reinforcement of patient safety.