

# Bigger Reach Better Visibility



Stand out in a crowded market with  
the CPhA Recommendation Program

## What is a CPhA Recommendation?

A CPhA Recommendation provides a recognized designation for products and services that are designed to assist in pharmacy practice or whose claims have been reviewed by CPhA in terms of a health benefit for patients.

With so many products and services on the market, it can be difficult to determine which ones might provide the most value to pharmacists, health-care professionals and the patients who need them—and even harder for service providers to see their products reach their full potential and stand out from the crowd.

A CPhA Recommendation amplifies your product or service's presence in the Canadian marketplace by having it directly connected to one of the most trusted authorities for drug product information in Canada. It brings trust and credibility to your product.

# Why does a recommendation matter?



## Reach your target audience

Products and services recommended by CPhA are viewed by thousands of pharmacists and health-care practitioners across the country through our website, emails, webinars, tradeshow and the *Canadian Pharmacists Journal*.



## Raise awareness

CPhA's drug and therapeutic product information is viewed 6.4 million times annually. The benefits of your product or service will be seen by an extensive network of Canadian health-care practitioners who rely on our accurate information.



## Leverage CPhA's vast network

The CPhA brand is known across Canada as a trusted authority for drug product information by a network of key influencers and decision-makers in pharmacy, the pharmaceutical industry, business, government and more.



# How the program works

The submitting partner first completes an application form for each product or service. A committee led by an internal team of staff with appropriate expertise will review the product or service for fit and adherence to the required criteria for the CPhA Recommendation Program.

## Three levels of the CPhA Recommendation Program

BENEFITS	LEVEL 1	LEVEL 2	LEVEL 3
Use of "Recommended by CPhA" badge and statement	✓	✓	✓
Promotion on the pharmacists.ca Recommendation Program page	✓	✓	✓
Annual endorsement email about your product or service to a target audience	✗	✓	✓
Introductory product webinar to approximately 500 registrants (note: only 4 webinars available)	✗	✗	✓
Fee	\$35,000	\$45,000	\$50,000

## Eligibility criteria

**To be eligible for the CPhA Recommendation Program, your product or service must:**

1. Benefit pharmacists, health-care practitioners and their patients.
2. Align with CPhA's vision, mission and values.
3. Be an established product or service for the basic program.
4. Have evidence of proven results and/or health benefits.

# How to apply

## STEP 1

Complete the application form and submit it to [info@pharmacists.ca](mailto:info@pharmacists.ca). The \$1,500 fee must be received prior to moving on to Step 2.

## STEP 2

CPhA will review for fit and adherence to eligibility criteria.

## STEP 3

If your product or service meets the eligibility criteria, we will begin a discussion with you about your needs and required outcomes. A recommendation proposal will then be prepared for you.

## Have more questions?

Visit [pharmacists.ca/recommendations](https://pharmacists.ca/recommendations) or contact us at [info@pharmacists.ca](mailto:info@pharmacists.ca)

As a trusted brand since 1907, CPhA brings the world of pharmacy together to improve patient care for all Canadians.



**Recommended by**  
Canadian  
Pharmacists  
Association



Canadian  
Pharmacists  
Association  
Association des  
pharmaciens  
du Canada

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