

Searle

Pharmacist NSAID Intervention Project

- identify patients at risk
- suggest appropriate pharmacy interventions
- enhance the dialogue between patient, doctor and pharmacist
- help facilitate a patient oriented focus
- facilitate research participation

SEARLE

The pharmaceutical company Searle has a product to protect patients at risk for gastric bleeds. Research in optimal patient outcomes motivates a project for Searle; a program to designed enhance the dialogue between patient, doctor and pharmacist.

Electra brings a practical approach to packaging all the program elements together. This start-to-finish project, with logo, branding, illustrations and print design makes our client look good and has the possibility of making a difference to Canadian families.

