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PRESS RELEASE

PAMMtrak survey launched

PAMMtrak, The Pharmaceutical Advisors and Medicines Management tracker, a new survey of medicines management initiatives is launched in Medendum Issue 22.

PAMMtrak has been developed by Medendum Group Publishing Ltd.(MGP) and Brainsell Ltd to provide up to date information about medicines management actions and initiatives that are working best across Primary Care Organisations (PCOs), and will help organisations by guiding the implementation of national strategies and guidance as well as the development of local ones.

PAMMtrak will survey pharmaceutical advisors and medicine management health professionals on a twice yearly basis to share best practice across the NHS on initiatives to drive compliance with national prescribing and disease guidelines, supplementary prescribing, medicines management and partnering with NHS bodies and the healthcare industry. Top-line results will be published twice yearly in Medendum and a full report of each survey will be available on subscription.

Medendum is widely regarded as the networking tool for personnel within the NHS decision making structure and pharmaceutical teams working with Primary Care Organisations (PCOs). PAMMtrak data enhances the usefulness of the handbook by providing feedback on how others are successfully implementing the NHS agenda.

Brainsell Ltd is a specialist healthcare marketing research consultancy which works with healthcare companies to gain insight into their markets using innovative research tools and providing high quality analysis.

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For further information about PAMMtrak please go to www.pammtrak.co.uk, email info@pammtrak.co.uk or contact Ramesh Patel at Brainsell Ltd, Tel: 020 8566 2127.



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