

## How to present patient support program names

When program names can be interpreted as a claim, benefit or status for the sponsor's product, the program name should be prominently qualified with the copy, "program" (or equivalent), at first mention or in close proximity for clarity and completeness. Examples of qualification include incorporating "program" into the program tagline and/or the headline of the page/spread containing the first mention of the program name. The nature of the program name and/or context of the APS may require repeated identification of the program. This will be assessed during the review process."