



Submission of materials

Guidelines and tips

Digital informational materials or educational support related to medicinal products, medical devices or other health products is accepted.

The material

- helps or guides the patient in their treatment
- supports the pharmacist in assisting the patient (basic and advanced pharmaceutical care) to ensure correct use of the medicine and adherence to therapy

Examples include brochures, leaflets, infographics, instructional videos or animations, user instructions, decision trees, links to webinars, online training or websites...

Your material may provide a simple, non-promotional and neutral overview of an existing product range. Direct or indirect product promotion is not permitted. All submitted material, including images, photos, illustrations and similar content, must be free of rights.

The language must be appropriate for the target audience and preferably provided in both national languages. For material in other languages, you may always contact us.

For the following types of material, we have other communication and advertising options and are therefore not eligible for distribution via Phil Connect:

- PIL
- SmPC
- RMA material
- DHPC

Specific guidelines for medicines

- The product brand name may not be mentioned unless this is essential for the correct use of the material by the patient.
- The information in the material is based on, and serves as a supplement to, the patient leaflet and the Summary of Product Characteristics (SmPC).
- Any reference to regulations must comply with current Belgian legislation regarding medicines and pharmacy practice.
- The material must contribute to the pharmacist's quality of care for patients and may relate to prevention, orientation or pharmaceutical care.
- The content must be scientifically accurate, verifiable and aligned with current scientific knowledge.
- For prescription-only medicines, the material may only be given or shown to the patient by the pharmacist after the product has been dispensed.

Technical submission specifications

Documents

- Must be delivered as fully formatted PDF, JPG or GIF files.
- Each individual document may not exceed 3 MB.

Video files

- No size limitations.
- Video content is hosted by APB. External hosting is only possible in exceptional cases and with prior approval from APB.

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