



approval for Medsafe logo and description

Created: 11/06/98 02:19:32 PM by Susan Martindale

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Status: Final Date: 11/06/1998 Title: approval for Medsafe logo and description Document Type: Memo Author: <u>Susan Martindale</u> Summary: Knowledge Content: Med	Drawer: <u>Medsafe Home Page</u> Folder: <u>About Medsafe</u> File Location: Unit: Ministry of Health Implementation Therapeutics Maintainer(s): _
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Internal Memo Ministry Of Health

To: Peter Hughes and David Lambie

Copy to: Gillian Grew

From: Clare Van der Lem

Subject: **Approval for MedSafe Branding**

Date: 11 June 1998

For Your: ACTION: () DECISION: (x) INFORMATION: ()

I am seeking your agreement to the following :

- adoption of the MedSafe (New Zealand Medicines and Medical Devices Safety Authority) name and logo (attached) for the "Therapeutics" Business Unit
- use of the MedSafe brand and logo on a MedSafe homepage to be launched at an industry seminar on 30 July 1998. The homepage would also display the words ("a Business Unit of the Ministry of Health").

Background

Document 1

- The MedSafe brand and logo has been developed to express the nature and essence of the "Therapeutics" Business Unit.
- Development of a Medsafe web site and homepage has commenced and will be completed by mid July. It will be used to communicate regulatory and therapeutic product safety information to industry, prescribers and consumers in a manner which is more timely and less expensive than printed material. It will also be used to generate revenue through subscription access to restricted parts of the homepage. The timing for the development and implementation of the site has been driven by the need to manage with reduced baseline funding for 1998/99 and outyears.
- The ideal opportunity to launch the MedSafe brand and homepage is at the 30 July seminar "Good Pill Hunting" hosted by Therapeutics (see attached brochure). To achieve this, the developers require confirmation of the name and logo within the next week.

Please let me know if you require further information in order to reach a decision.

Clare Van der Lem
Manager
Therapeutics Section

Decisions:

Group General Manager	Decision	Signature
Implementation	Approved /Not Approved	
Corporate and Information	Approved /Not Approved	

Last edited by Susan Martindale on 12/06/1998 03:34 PM

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Modifiers:

980945



HEALTH REPORT COVER SHEET

Subject: Medsafe branding for Therapeutics section business unit

Date: 13 July 1998

File Ref:

Attention: Hon Tuariki Delamere

Copy to: Hon Bill English
Hon Roger Sowry

	Action Sought	Deadline
Hon Tuariki Delamere	Note the new Medsafe branding for Therapeutics section	20 July 1998
Hon Bill English	Note the new Medsafe branding for Therapeutics section	20 July 1998
Hon Roger Sowry	Note the new Medsafe branding for Therapeutics section	20 July 1998

Contact for telephone discussion (if required)

Name	Position	Telephone		Suggested First Contact
		Direct Line	After Hours	
Clare Van der Lem	Manager, Therapeutics section	s 9(2)(a)	s 9(2)(a)	1
David Lambie	Deputy Director-General, Corporate	s 9(2)(a)		2

Report

Purpose of Report

The purpose of this report is to inform you about the adoption and planned launch of new "Medsafe" branding for the Therapeutics business unit of the Ministry of Health.

Background Information

- The Therapeutics section has been identified as a business unit of the Ministry of Health which may subsequently be established as a separate Crown entity.
- The "Medsafe" name and associated logo has been adopted as branding for the business unit and will be used in conjunction with the qualifying statement "A business unit of the Ministry of Health" while the unit remains inside the Ministry.
- The name and logo will be launched at a seminar at Te Papa to be held on 30 July, which will be attended by pharmaceutical companies and related industry associations as well as some staff from the Australian Therapeutic Goods Administration.
- A "Medsafe" web site will also be launched at the seminar.
- The principal focus of the seminar is to inform attendees of future directions for the regulation of therapeutic products.

Comment

- "Medsafe" is the brand name for the "New Zealand Medicines and Medical Devices Safety Authority". The style and form of the brand and logo are shown on the attached appendix.
- The brand was adopted following "nil result" searches of records at the Trade Marks Registry and the register of Companies to check for any conflicting names.
- The brand was developed by the graphic design firm "Creatus" at minimal cost (\$1000).
- A media strategy will be prepared for the launch of the brand at the seminar on 30 July in anticipation of positive media interest.

Recommendation

1. Note the "Medsafe" brand and logo adopted by the Therapeutics business unit which will be launched at an industry seminar on 30 July.

YES/~~NO~~



Clare Van der Lem
Manager
Therapeutics Section



MINISTERS SIGNATURE:

DATE: 13/7/98



MEDSAFE

NEW ZEALAND MEDICINES
AND MEDICAL DEVICES
SAFETY AUTHORITY

RELEASED UNDER THE OFFICIAL INFORMATION ACT 1982



Medsafe letter

Created: 14/08/98 03:59:04 PM by s 9(2)(a)

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Medsafe Filing (Archive 1984-2004)

Status: Draft Date: 14/08/1998 Title: Medsafe letter Document Type: Letter Author: s 9(2)(a) - Summary: Knowledge Content: Med	Drawer: <u>Section Administration</u> Folder: <u>Head Office</u> File Location: Unit: Ministry of Health Corporate Branch Therapeutics Maintainer(s): s 9(2)(a) -
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14 August 1998

Dear

MEDSAFE A NEW NAME - NEW FUTURE

30 July was an important day for us because, as a good number of you will be aware, we launched the Medsafe brand name. This launch occurred at the highly successful "Good Pill Hunting" seminar held at Te Papa.

Those of you who were not able to be present will I sure appreciate a summary of the reasons for the change of name.

- The Ministry of Health is focusing its activity on policy work. Operational work will be carried out by business units of the Ministry
- Medsafe has been established as a business unit of the Ministry of Health

Document 3

- Medsafe encapsulates our title *New Zealand Medicines and Medical Devices Safety Authority*.
- The name Medsafe reflects the public brand image that we want.

Below is our new logo designed by s 9(2)(a) of Karori, Wellington. The visible transition to Medsafe will occur over the next month as you begin to notice new stationery being introduced.

A new information service was announced at the seminar - the Medsafe Web Site. I would like to emphasise the value of this to the public and industry. Unlike many sites ours will be frequently updated and of ongoing value. If you have not viewed the web site please do so, the address is www.medsafe.govt.nz

Attached is a Web Site connection application form to be completed and returned to s 9(2)(a), Support Officer.

The team at Medsafe will continue the tradition of friendly, timely and professional service to you.

If you have any questions please write, E mail xxxxxxxxxxxxxxxx@xxx.xxxx.xx or phone me on (04) 496 2081.

Yours sincerely

Clare Van der Lem
Manager
Medsafe

Last edited by s 9(2)(a) on 18/08/1998 10:04 AM

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Modifiers: