

Alabama Medicaid Agency  
Preferred Drug List Program  
Manufacturers Marketing Information Sheet

The Alabama Medicaid Agency encourages the distribution of educational materials for products on the Agency's Preferred Drug List to physicians and pharmacists. The following are suggested guidelines for the development of the educational materials.

The forms of educational materials for product-specific agents may include, but are not limited to, the following:

- Sample Stickers
- Pamphlets
- Shelf Talkers
- Product Information Sheets/Brochures
- Mailings/Faxes
- Online Marketing

Educational materials referring to the Medicaid Preferred Drug List should contain Medicaid approved verbiage as suggested below (or may use a combination of the below):

- On Alabama Medicaid's Preferred Drug List
- On Alabama Medicaid's PDL
- Now on Alabama Medicaid's PDL
- Now on Alabama Medicaid's Preferred Drug List
- PDL Agent – Alabama Medicaid
- Alabama Medicaid PDL Agent
- Preferred with Clinical Criteria on Alabama Medicaid's Preferred Drug List
- Preferred with Clinical Criteria on Alabama Medicaid's PDL

If other verbiage is to be used, Medicaid will review it for appropriateness. Requests may be submitted at least *30 days* in advance of use to:

Amanda Singletary  
Associate Director, Clinical Services and Support  
Alabama Medicaid Agency  
P. O. Box 5624  
Montgomery, AL, 36103-5624  
Phone: (334) 353-4596  
Email: [amanda.singletary@medicaid.alabama.gov](mailto:amanda.singletary@medicaid.alabama.gov)

Approval on the format of any educational materials using the above approved verbiage is optional. However, if approval is desired, requests should be sent to Amanda Singletary as outlined above.