

| | |
|---------|--|
| ABN | 77 104 631 834 |
| Address | 9.04/6A Glen Street, Milsons Point, NSW, Australia |
| T | 02 9968 3741 |
| E | pj@vivacommunications.com.au |
| W | www.vivacommunications.com.au |

VIVA! Communications – Guide to comms/corporate abbreviations

| | |
|--------------------|---|
| AE | Account executive |
| A/L | Annual leave |
| ANR | Audio news release |
| BMS | Bristol Myers Squibb |
| BSci | Boston Scientific |
| COB | Close of business |
| eDM | Electronic direct mail |
| EOD | End of Day |
| EOM | End of Month |
| ETA | Estimated time of arrival |
| FYI | For your information |
| HCP | Healthcare practitioner |
| KOL | Key opinion leader |
| LMK | Let me know |
| MA code of conduct | Medicines Australia's code of conduct |
| MJA | The Medical Journal of Australia |
| ML | Maternity leave |
| MSL | Medical science ;iason |
| MTAA | Medical Technology Association of Australia |
| OD | Opioid dependence |
| OOO | Out of office |
| OS | Overseas |
| PBS | Pharmaceutical Benefits Scheme |
| PO | Purchase order |
| PTO | Personal time off |
| SoMe | Social media |
| VNR | Video news release |
| WFH | Work from home |