

Institute for Safe Medication Practices

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FOR IMMEDIATE RELEASE

New Publication Focuses on

Medication Safety in Outpatient Setting

Huntingdon Valley, PA, September 25, 2002.....The Institute for Safe Medication Practices (ISMP) announces a new monthly publication for community and ambulatory care practitioners. Drawing upon three decades of experience in promoting safe medication practices to healthcare practitioners, the Community/Ambulatory Care edition of the *ISMP Medication Safety Alert!* provides vital and potentially life-saving information on medication-related errors and how best to prevent them.

The Community/Ambulatory Care edition is a unique tool that allows practitioners to keep abreast of actual medication errors and their contributing factors. However, more importantly, each issue of the Community/Ambulatory Care edition offers practitioners suggestions that can prevent or reduce the risk of similar errors in their practice sites. For example, in the *Hazard Alert!* column in the premier edition, we discuss the concept of “confirmation bias” the process of “seeing” information that confirms expectations. This is especially relevant when working with *look-alike* drug names or *sound-alike* drug names.

The *ISMP Medication Safety Alert!* Community/Ambulatory Care edition meets the needs of community pharmacy managers, executives and staff as well as physicians and nurses in a variety of outpatient settings. Distributed by e-mail, this easy-to-read newsletter is delivered directly to subscribers’ computers putting valuable medication safety information only a mouse click away.

According to Michael R. Cohen, RPh, MS, ScD, president of ISMP, “Our mission is to learn about the causes of medication errors and provide the healthcare community, policymakers and the public with time-critical, error-reduction strategies to enhance medication safety in all segments of healthcare. This new monthly publication helps us close the medication safety information gap in community and ambulatory care”

The inaugural issue of the *ISMP Medication Safety Alert!*

Community/Ambulatory Care edition and the development of this project was supported by the Institute for the Advancement of Community Pharmacy. The National Association of Chain Drug Stores and the National Community Pharmacists Association founded the Institute for the Advancement of Community Pharmacy in 1998 to meet the growing needs of community pharmacy. Their support of this project is gratefully acknowledged.

Interested parties are encouraged to visit the ISMP website and click on the Community/Ambulatory Edition link to sign-up for a *free* introductory subscription good through December 2002. Just visit our home page www.ismp.org and register for your free subscription.

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The **Institute for Safe Medication Practices (ISMP)** is a 501 (c)(3) not-for-profit organization that works closely with healthcare practitioners and institutions, regulatory agencies, professional organizations and the pharmaceutical industry to provide education about adverse drug events and their prevention. The Institute provides an independent review of medication errors that have been voluntarily submitted by practitioners to a national Medication Errors Reporting Program (MERP) operated by the United States Pharmacopeia (USP) in the USA. Information from the reports may be used by USP to impact on drug standards. All information derived from the MERP is shared with the U.S. Food and Drug Administration (FDA) and pharmaceutical companies whose products are mentioned in reports.