

Contact: ISMP: Renee Brehio, rbrehio@ismp.org, 704-831-8822
iGuard.org: Mari Mansfield, mari.mansfield@iguard.org, 919-259-3298

ISMP and iGuard.org Partner to Increase Medication Safety

Media Alert: September 16, 2008 -- The Institute for Safe Medication Practices (ISMP), a nonprofit organization that increases understanding and educates healthcare professionals and the public about medication error prevention, and iGuard.org, a free, drug safety monitoring service, announced their partnership aimed at increasing consumers' knowledge about their medications and empowering them to better safeguard their health.

The number of prescriptions, over-the-counter medications and supplements available to consumers has risen dramatically in the last few years. The risk of medication errors and adverse drug reactions has increased as well. In an effort to help patients better protect themselves, ISMP and iGuard.org have joined forces to provide consumers with a new, unique online tool that offers alerts, news, and expert opinions on medication safety.

"ISMP and iGuard.org's partnership will produce a revolutionary medication safety tool to help consumers obtain personalized information that can directly impact their healthcare," says Michael R. Cohen, RPh, MS, ScD, president of ISMP. "Consumers will no longer have to surf the internet and visit multiple sites to keep current on the specific medications they or their family members are taking--our new tool will allow them to create a profile that will automatically deliver customized drug safety alerts, medication error prevention information, and breaking news to them electronically."

Founded by drug safety researchers in October 2007, iGuard.org is committed to improving medication safety by providing patients with the information they need to take more a more active role in their own health care. The tool will be an ISMP-customized version of iGuard.org's current service, which provides real-time information, including drug interactions and recalls, to its more than 700,000-plus members. It will be featured on the Institute's new consumer website to be launched this fall. The tool will be offered to agencies, businesses, health care providers, pharmacists and organizations for use by their members, employees, and subscribers.

"We are very proud to be working with such a prestigious organization like ISMP, which has been providing drug safety recommendations and resources for more than three decades," says Dr. Hugo Stephenson, president of iGuard.org. "ISMP's medication error prevention information combined with the drug interaction and alert services offered through iGuard.org provide a new paradigm for educating patients and empowering them to play a more active role in their own health care decision-making."

About ISMP: The Institute for Safe Medication Practices (ISMP) is a 501c(3) nonprofit organization that works closely with healthcare practitioners and institutions, regulatory agencies, consumers, and professional organizations to provide education about medication errors and their prevention. ISMP represents more than 30 years of experience in helping healthcare practitioners keep patients safe, and continues to lead efforts to improve the medication use process. More information can be found at www.ismp.org.

iGuard.org: Headquartered in Princeton, N.J., is a free and secure source of information for registered users who want to get informed, stay informed and share feedback about their medications. It has received critical support from patient advocacy groups concerned by the large number of patients affected by serious, preventable adverse drug interactions. It offers balanced and timely content to help patients manage their healthcare for themselves or loved ones. Registration is free online at www.iGuard.org.

###