

Institute for Safe Medication Practices
200 Lakeside Drive, Suite 200, Horsham, PA 19044
www.ismp.org

FOR IMMEDIATE RELEASE
January 14, 2010

CONTACT: Renee Brehio, Media Relations, ISMP
704-831-8822, rbrehio@ismp.org

ISMP and Brandofino Communications Launch New iPhone App

Horsham, Pa.—In cooperation with Brandofino Communications, publisher of *Doctor's Digest*, *Clinician's Digest*, and *Pharmacist's Digest*, the Institute for Safe Medication Practices (ISMP) has launched PracticeRx, a safety alert system and error reporting tool for the iPhone that allows users to access crucial and timely information from the Institute, as well as make a real difference to medication safety by reporting errors.

iPhone users can download the free application in the Medical category using iTunes or their iPhone by going to <http://itunes.apple.com/us/app/practicerx-by-doctors-digest/id345767265?mt=8>. Users can report medication errors to ISMP via e-mail on their phone, use the phone to dial ISMP's 800 number, or send a voice mail created by the application.

ISMP is posting safety alerts and error prevention tips to PracticeRx, as well as patient safety news. A special area has also been devoted to preventing errors with high alert medications, which are more likely to cause serious injuries or death to patients if they are misused.

Users will also receive Practice Management Tips from *Doctor's Digest*. Tips will be uploaded twice weekly, and are based on cutting-edge information from more than 1,800 thought leaders and experts. Tips are available in text, audio and video formats. Users can also opt-in for a free e-subscription to *Doctor's Digest* and a personal financial tips e-newsletter for physicians--*Doctor's Digest-Money Matters*.

Individuals who are not iPhone users can access these offerings via any mobile phone by texting DIGEST to 87415 or by visiting www.doctorsdigest.net <http://www.doctorsdigest.net/>.

The Institute for Safe Medication Practices (ISMP) is an independent, 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 35 years of experience in helping healthcare practitioners keep patients safe, and continues to lead efforts to improve the medication use process. For more information on ISMP, or its medication safety alert newsletters and other tools for healthcare professionals and consumers, visit www.ismp.org.

Brandofino Communications is the publisher of *Doctor's Digest*, a bimonthly practice management guide offering advice from experts and thought leaders in reducing medical errors, physician/patient communications, evidence-based medicine and other topics physicians do not learn in medical school. Brandofino Communications has been a leader in e-marketing and emerging technologies in the publishing field, offering print and e-subscriptions, vodcasts, podcasts and an iPhone application for the publication.

-end-