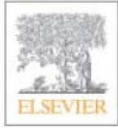


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FDA Pushes for Event Reports

The Food and Drug Administration is working with a medical software firm to get more physicians to submit adverse event reports. Doctors who use Epocrates products have received a message on their personal digital assistant explaining how adverse event reporting works. “Physicians are on the front line when it comes to patient care, and working with Epocrates helps us remind them of safety and error reporting directly at the point of patient contact,” said Dr. Norman Marks, medical director of the FDA’s MedWatch program. “We want physicians to understand that by taking a few minutes to submit a report, that action may be the necessary first step that triggers an evaluation and action by the FDA and ultimately reduces the risk of patient harm.”

—Jane Anderson