

Drugs.com Furthers Reach of FDA Consumer Health Information

The Food and Drug Administration and the website Drugs.com have teamed to broaden the reach of FDA's consumer health information.

A new partnership forged by the two entities provides consumers with a joint resource on Drugs.com's site that features FDA Consumer Update articles, videos, and slide-shows. It will also bring FDA health information to Drugs.com's mobile phone platform.

Drugs.com seeks to provide patients with information to better manage their own health care and to assist in the reduction of medication errors. It attracts more than 12 million unique visitors each month.

"The partnership with Drugs.com means that reliable, useful, and timely health information will be available to an even wider audience," says Beth Martino, FDA's associate commissioner for external affairs. "Partnerships like this are an important part of FDA's effort to ensure the public has easy access to reliable, useful information that can help people protect and improve their health."

"We are very excited about partnering with FDA to provide consumers with public health and safety information on our site as well as our mobile phone plat-

The screenshot shows the Drugs.com website interface. At the top, there is a search bar and navigation tabs for 'Drugs A to Z', 'Pill Identifier', 'Interactions Checker', 'News & Alerts', 'Health Professionals', 'Community', and 'Mednotes'. Below the navigation is a blue banner with the U.S. Department of Health and Human Services logo and the text 'Published as part of a U.S. Food and Drug Administration and Drugs.com partnership to protect and promote your health.' The main content area is titled 'U.S. Food and Drug Administration Latest FDA Consumer Updates'. It includes a section for 'Topics on this Page' with links to 'Featured Articles', 'FDA 101', 'General Safety', 'Food Safety', 'General Health', and 'Medicine & Children'. There is also a 'Featured FDA Articles' section listing various topics like 'FDA Unveils Safe Use Initiative to Reduce Harm From Medication Use' and 'The Word is Out on Unapproved H1N1 Products'. A 'Sign In or Register' form is visible on the right side. At the bottom, there are 'FDA MEDWATCH ALERTS ON DRUGS.COM' including 'Metronidazole injection 500 mg / 100 ml: Voluntary recall due to non-sterility' and 'Rotarix Vaccine: Update to Clinicians and Public Health Professionals'.

form," says Philip Thornton, CEO of Drugs.com.

The complete terms and components of the new partnership are described in a Memorandum of Understanding on display today on the Federal Register's website at http://www.federalregister.gov/inspection.aspx#spec_F.

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