

## NCPIE Celebrates 35th Anniversary 1982 - 2017

### NCPIE Staff/Email

#### Addresses

March/April 2017

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#### Quick Links...

#### Our Websites:

[www.BeMedWise.org](http://www.BeMedWise.org)

[www.talkbeforeyoutake.org](http://www.talkbeforeyoutake.org)

[www.recoveryopensdoors.org](http://www.recoveryopensdoors.org)

More in "[About Us](#)"



#### NCPIE Member News Corner

#### A Tip of the Hat to the New NCPIE Board Members:

Paul T. Conway  
President  
[American Association of Kidney Patients](#)

Shirley Lin, RN  
Senior Director of Medical Content  
Healthline Media, Inc.  
[Healthline.com](http://Healthline.com)

Dear NCPIE Member:

Welcome to the latest issue of the bimonthly **NCPIE E-News**. We aim to keep you connected with information about our on-going programs and activities. We are always interested in your feedback, so keep in touch and send me an **email** if you have news you would like to share in an upcoming issue of the **NCPIE E-News** relative to the NCPIE mission which is to **promote the wise use of medicines through trusted communication for better health**.

Don't forget to **share** the **NCPIE E-news** with your colleagues--just use the "**Forward email**" link at the very bottom of this newsletter--you can add up to 5 email addresses.

Be sure to bookmark and visit frequently the [News You Can Use](#) from the [BeMedWise.org](http://BeMedWise.org) home page.

Warm regards,

Deborah

**[NCPIE's New Website is Live!](#)**

Paul Gileno  
President

[U.S. Pain Foundation](#)

Click on the Board Member website links to learn more!

See "2017 Board of Directors Election Results" article for the full board roster.

**Is Your Organization or Company Logo Up-to-Date?**

Please visit the [NCPIE Members](#) page and look at your organization link and logo. If the logo needs to be updated please email your updated logo in EPS format to [Deborah Davidson](#).

## Become a 2017 NCPIE E-News Sponsor

Add your company/organization logo here

Contact [Deborah Davidson](#) for details.



## News - You Can Use

May 2, 2017

### [Seniors Need Help in Managing Medications](#)

About 38% of seniors over the age of 85 need help managing their medications, according to a study in the Journal of the American Geriatrics Society. The researchers found that



National Council on Patient Information and Education  
*Working together to promote safe medicine use*

NCPIE's comprehensive new website with the new

[BeMedWise.org](#)

URL, [BeMedWise.org](#)

has launched! The website will enable NCPIE to build on its 35 year legacy of raising awareness about the role of enhanced patient-health professional communication in promoting good health and the safe and appropriate use of medicines. The action-oriented site:

Consolidates the information across NCPIE's health education campaigns (MUST for Seniors, Be MedWise, Talk About Rx, Talk Before You Take, etc.) into one core site full of actionable [tips](#), [checklists](#) and [toolkits](#) specifically for [parents](#), [older adults](#), [caregivers](#), [teen influencers](#), the [general public](#) and more.

Focuses on promoting [responsible medication management](#), [avoiding side effects](#) and [drug interactions](#), [preventing medicine abuse](#) and [promoting questions and conversation](#).

### **Your Help is Requested to Promote the New Site:**

In early June, we will be sending all NCPIE members (including Board Members) a "blast e-mail" with an official launch date and social media messages (Twitter and Facebook) and request that everyone announce the new site to your members/key constituencies, as broadly as possible. Please share your efforts with [Deborah Davidson](#).

Visitors are now being redirected from talkaboutrx.org and the other NCPIE sites. The development of the new website was made possible with support from Johnson & Johnson Consumer Inc.

### **Results: 2017 NCPIE Board of Directors Annual Election**



The results are official! We are pleased to announce the results of

younger demographics may need help, as well, with 10% of those between the ages of 65 and 69 reporting they need help managing their medications. By 2050, adults over age 65 will account for more than 83 million U.S. residents.


**March 2, 2017**

### [Consumers Knowledge of Acetaminophen Safe Use at All-time High](#)

A growing number of Americans know how to safely use medicines containing the most common drug ingredient in the U.S. A nationwide survey released today shows a positive trend over the past six years: more people than ever are aware of how to use products containing acetaminophen safely and effectively, while avoiding the risks of accidental overdose and liver damage. Findings include: more consumers agree it is "important not to exceed the dosing directions on the label" of pain relievers.

Do you want more news you can use? Visit [BeMedWise.org](http://BeMedWise.org) and bookmark [News You Can Use](#).

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the recently completed board of directors election and to present the full [board of directors roster - click here](#). Newly elected organizations' terms run for three years, through 2019. Please click on [NCPIE Board of Directors](#) to view the complete Board roster on [BeMedWise.org](http://BeMedWise.org), including the names of primary and alternate representatives for each board member organization.

Our thanks to the NCPIE members who cast their ballots, and congratulations to all new and returning Board members.

### [Election of Board Officers](#)

Board Officers were also elected during the April 27, 2017 NCPIE Board of Directors Meeting.

- Elizabeth K. Keyes, RPh, Chief Operating Officer, American Pharmacists Association was re-elected Chair for a second 2 year term.
- Bri Morris, PharmD, Associate Director of Strategic Initiatives, National Community Pharmacists Association was elected Treasurer for a 2 year term.

### [In the Literature: Accuracy of Online Medicine Information](#)

#### [A Collaborative Assessment Among 11 Pharmaceutical Companies of Misinformation in Commonly Used Online Drug Information Compendia](#)

**Background:** Online drug information compendia (ODIC) are valuable tools that health care professionals (HCPs) and consumers use to educate themselves on pharmaceutical products. Research suggests that these resources, although informative and easily accessible, may contain misinformation, posing risk for product misuse and patient harm.

**Methods:** Between August 2014 and January 2015, medical information (MI) specialists from 11 pharmaceutical/biotechnology companies systematically evaluated 270 drug summaries within 5 commonly used ODIC for misinformation. Using a standardized approach, errors were identified; classified as inaccurate, incomplete, or omitted; and categorized per sections of the Full Prescribing Information (FPI). On review of each drug summary, content-

## Upcoming Health Awareness Dates

### May is National Osteoporosis Month

Visit the [National Osteoporosis Foundation](#) (NOF) website to learn more. NOF is a NCPIE Board member.

### June is Men's Health Month

The **Men's Health Network** (NCPIE Board member) celebrate Men's Health Month and the week leading up to including Father's Day is Men's Health Week. [Click here](#) to learn more.

Please contact [Deborah Davidson](#) with information on your organization's annual awareness event and we will announce it in a future issue of the *NCPIE E-News*.

## Help Promote FDA's Summer Sun Safety



Be sure to visit the [FDA's Sunscreen Safety page](#) for free

educational resources to raise awareness about the dangers of spending time in the sun without the proper sun protection. Tweets, Facebooks posts, newsletter announcements, and web banners with links are available here: [FDA Dropbox](#). The Sunscreen Safety section on FDA's website offers resources for consumers, health

correction requests were proposed and supported by the respective product's FPI.

**Results:** Across the 270 drug summaries reviewed within the 5 compendia, the median of the total number of errors identified was 782, with the greatest number of errors occurring in the categories of Dosage and Administration, Patient Education, and Warnings and Precautions. The majority of errors were classified as incomplete, followed by inaccurate and omitted.

**Conclusion:** This analysis demonstrates that ODIC may contain misinformation. HCPs and consumers should be aware of the potential for misinformation and consider more than one drug information resource, including the FPI and Medication Guide as well as pharmaceutical / biotechnology companies' MI departments, to obtain unbiased, accurate, and complete product-specific drug information to help support the safe and effective use of prescription drug products.

[Source: *Annals of Pharmacotherapy*, 2/25/16]

### [Caveat emptor: Erroneous safety information about opioids in online drug-information compendia](#)

**Background:** Healthcare professionals and consumers refer to online drug-information compendia (eg, Epocrates and WebMD) to learn about prescription medications, including opioid analgesics. With the significant risks associated with opioids, including abuse, misuse, and addiction, any of which can result in life-threatening overdose, it is important for those seeking information from online compendia to have access to current, accurate, and complete drug information to help support clinical treatment decisions. Although compendia are informative, readily available, and user friendly, studies have shown that they may contain errors.

**Objective:** To review and identify misinformation in drug summaries of online drug-information compendia for selected opioid analgesic products and submit content corrections to the respective editors.

**Methods:** Between 2011 and 2013, drug summaries for Purdue's prescription opioid analgesic products from seven leading online drug-information compendia were systematically reviewed, and the requests for corrections were retrospectively categorized and classified. At least two months

professionals, organizations, and campaign supporters on a wide range of sun protection measures. NCPIE members are encouraged to pass this information forward to your members and key contacts to help protect consumers from the risk of skin cancer and early skin aging.

The U.S. Food and Drug Administration (FDA) is a non-voting liaison to NCPIE's board.

following requests, the same compendia were then reexamined to assess the degree of error resolution.

**Results:** A total of 859 errors were identified, with the greatest percentage in Safety and Patient Education categories. Across the seven compendia, the complete or partial resolution of errors was 34 percent; therefore, nearly two thirds of the identified errors remain.

**Conclusion:** The results of this analysis, consistent with past studies, demonstrate that online drug-information compendia may contain inaccurate information. Healthcare professionals and consumers must be informed of potential misinformation so they may consider using multiple resources to obtain accurate and current drug information, thereby helping to ensure safer use of prescription medications, such as opioids. [Source: J Opioid Manag. 2016 Jul-Aug;12(4):281-8. doi: 10.5055/jom.2016.0343.]

## **APhA Pharmacy Today - One-to-One Column**

NCPIE serves as co-editor for a monthly column in **Pharmacy Today** (American Pharmacists Association). The column is entitled "One-to-One" and is intended to help develop pharmacists' medication communication and counseling skills to promote safe and appropriate medicine use.

**Click on the links below to read the most recent columns:**

**April 1, 2017**

[Addressing nonadherence among older adult patients with high blood pressure](#)

**March 1, 2017**

[Tackling diabetes devastating toll on minorities](#)

## **NCPIE Staff -- In, Out & About**

**April 27, 2017** - NCPIE Board of Directors Meeting held at the Consumer Healthcare Products Association (CHPA), Washington, DC.

**April 24, 2017**- Ray Bullman was invited to presented on a Listen & Learn Panel "**Pain Management Access to Support a Diverse Population**" at the 2017 National Minority Quality

Forum Leadership Summit on Health Disparities, Washington, DC.

**March 29, 2017** - Deborah Davidson was invited by the American Dental Association (ADA) to present a 1 hour webinar: "**How to Discuss Safe Use, Storage and Disposal of Medicines, including Opioids with Your Dental Patients.**" Participants were able to receive CE credit as part of ADA's **Opioid Prescribing and Abuse Prevention Initiative**. Approximately 80 people participated in the webinar.



**Become a 2017 NCPIE Supporter!**

We hope you will consider making a donation in your organizations' name or you own name to support the important work of NCPIE.

**Donation levels begin at \$50.00.**

Please pass this issue of the NCPIE E-News forward to up to five friends/colleagues and invite them to support NCPIE.

NCPIE donors will be recognized on a dedicated page of [www.bemedwise.org](http://www.bemedwise.org) and in a future issue of the **NCPIE E-news**. Your contribution will help ensure that NCPIE can continue its mission to stimulate and improve communication of information on safe and appropriate medicine use to consumers of all ages and healthcare professionals. Your support will enable NCPIE to continue to develop award winning national consumer education outreach campaigns and messages.

Visit [www.BeMedWise.org](http://www.BeMedWise.org) and click on the "**DONATE**" Button to make your contribution today!