

# Ensuring Safe Medication Dosing at Home with SafeDose<sup>®</sup> Family

Provide parents and caregivers with the same drug administration tool used in hospitals

What parent hasn't struggled with the anxiety of properly giving medicine to a child? Basic medical practices such as "right dose" and "right time" can be unfamiliar practices to many parents.

Not surprisingly, making mistakes when dispensing medication to a child at home occurs once out of every three times, according to a review of 36 different studies on caregiver medication errors.<sup>1</sup> In a recent experiment seeking to establish best practices for medicine administration in the home, 85 percent of parents made at least one dosing error when administering liquid medication. Seven of the ten errors involved overdosing and 21 percent of parents made at least one major error.<sup>2</sup>

The safe administration of medication in hospitals is difficult even with professionally trained physicians, pharmacists, and nurses. Bringing that responsibility home to parents without the supervision of these qualified medical professionals can be even more dangerous. Now you can help ensure that parents and caregivers provide the right medication at the right time in the right dosage every time.

Announcing SafeDose<sup>®</sup> Family, the mobile software application that enables safe medication

administration for your pediatric patients in their homes. The application was developed in conjunction with the FDA and the American Society of Health-System Pharmacists (ASHP) who provide clinical content for all of the SafeDose applications.

SafeDose<sup>®</sup> Family provides the same suite of next generation reference tools, used millions of times per year at hospitals across the United States to ensure consistent, immediate, and accurate administration of medication to children. The web-based, mobile enabled clinical support application standardizes and simplifies the complex process of drug administration to dramatically improve patient safety.

## The same platform in use in your hospital

SafeDose<sup>®</sup> Family puts the same medication app that your clinicians use in the hospital into the hands of parents and other caregivers who must administer medicine to their children at home. The app currently applies to liquid over-the-counter oral medication but will soon be expanding to cover over-the-counter and prescription medications.

Variable units of measurements (milliliter, teaspoon, tablespoon) recommended by drug manufacturers, along with lack of standardization of terms, creates significant confusion for parents and caregivers responsible for giving medicine to children. Physician instructions, prescription descriptions,

<sup>1</sup> Medication Administration Errors, Agency for Healthcare Research and Quality, Patient Safety Network, U. S. Department of Health and Human Services, January 2019.

<sup>2</sup> Liquid Medication Errors and Dosing Tools: A Randomized Controlled Experiment. Pediatrics, 138(4), October 2016.

and manufacturers' labelling rarely align, adding another layer of complication.

SafeDose® Family provides parents and caregivers with the ability to look up a medicine and get the correct dose for their child's weight and age. The app also provides layperson text and video dosing instructions and records when the dose was given to help schedule when the next dose is due. The application can be set up to handle multiple children with separate profiles and share the medication dosing history with a care provider.

### **Significant marketing opportunity**

SafeDose is offering sponsorship opportunities to enable our customers to offer SafeDose® Family for free to your patients for in-home use, providing an effective marketing tool for your organization. When the app is opened, the splash page will prominently feature your logo and custom message noting that you are the sponsor of SafeDose® Family. This provides you with repeated direct exposure to your target audience for a fraction of the cost of other marketing vehicles such as radio, print, online, or billboards. There is also the possibility of private labeling the application.

### **Proven solution**

SafeDose® has proven to eliminate errors and extra steps in medication preparation and administration in hospital settings and can provide the same peace of mind for caregivers in the home. The underlying technology of SafeDose® Family is the same as the core SafeDose product with a more streamlined user interface designed for consumers. It is built on the same application that is being used millions of times a year in hospitals around the country.

Providing this powerful technology ensures the safety of your young patients, provides caregivers with the peace of mind they have come to expect from your organization, and provides you with a compelling marketing opportunity.

### **About SafeDose**

SafeDose is dedicated to developing a simple, safe, and effective international standard for acute drug administration. SafeDose® is used by hundreds of thousands of clinicians daily, furthering the company's mission to provide needed critical information to those administering acute care to help them improve treatment, save lives, and simplify their jobs. For more information, visit: [www.safedoseinc.com](http://www.safedoseinc.com).