



Physicians' Desk Reference (PDR) and Health Care Notification Network (HCNN): Now One Drug Information Service

Advocate, MD is working with the Physicians' Desk Reference (PDR) and Health Care Notification Network (HCNN) **to encourage our physician members to enroll in this important drug information service, provided to physicians at no charge.** PDR has merged with the HCNN, the only service that provides electronic delivery of important FDA-required drug alerts to physicians.

The 2010 PDR will ship soon and you will notice several changes designed to improve physician access to current information, including:

1. A letter from the FDA inside the front cover of the PDR announcing their new Safe Use initiative
2. The promotion of the HCNN as part of the PDR service
3. A pocket inside the front cover of the PDR designed for easy storage and access to PDR updates that will be sent to you every other month, noting changes in product information, including recalls and "Black Box" warnings. Full updated product information will be hosted at PDR.net.

Access to updated full product labels as well as bi-monthly updates with links to PDR.net are important features of the 2010 PDR. The information on these labels is the standard against which physicians are held in professional liability actions and the PDR is routinely and uniquely cited as the source of this label information.

The combined PDR–HCNN service will provide prescribers with FDA-required Alerts via the HCNN, monthly specialty-specific clinical updates, and the 64th edition of the PDR with regular insert updates—an end-to-end solution that fulfills prescribers' need for drug information on both a reference and real-time basis.

As stated by Dr. Janet Woodcock, Director of Drug Evaluation & Research at the FDA, the primary goal of the HCNN is to minimize "information errors" by ensuring that "prescribers have access to the right information at the point of prescribing."

To ensure that you continue to receive your annual PDR and to receive specialty-specific drug safety alerts from the HCNN, please confirm or update your current contact information on the verification form that accompanies your 2010 PDR.

If you have not yet received your 2010 PDR or to sign up for the HCNN service and receive electronic drug alerts, please contact the PDR Network at 1-800-232-7379 or hcnn@pdr.net.

To support patient safety and limit professional liability, all physicians need immediate access to accurate drug information. Advocate, MD is a strong supporter of the HCNN and PDR Network. We encourage all of our members to enroll.