

Campaign Highlights Medication Safety

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Drug reference database firm First DataBank has launched a marketing campaign to highlight its services to prevent medication errors.

The San Bruno, Calif.-based vendor is working with two foundations dedicated to medication safety: FLAAME: Families Launching Action Against Medication Errors and the Josie King Foundation.

At the 2008 HIMSS Conference in Orlando, visitors to First DataBank's booth, #3747, will receive a wristband and brochure describing its "A World Free of Medication Errors" campaign. The company also will set aside \$5 for each wristband distributed, to be equally shared by the foundations.



For more information on related topics, visit the following channels:

- Medication Management

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