

What do “A World Free of Medication Errors,” FLAAME, The Josie King Foundation and this wristband have in common?

Read inside to find out more.

A WORLD FREE OF MEDICATION ERRORS



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The idea of a world free of medication errors might seem easy to scoff at. You could ask, “How is First DataBank—a pioneer of drug databases used within healthcare information systems—going to make this happen?” Or, “Is it even possible?”

But questions focusing on the “how,” the “when” or even the “if” simply miss the point. Instead, think of a world free of medication errors as a driving force, a north star, an aspiration. Think of it as a goal that sparks the imagination and inspires passion. Think of it, as First DataBank employees do, as an opportunity to make a difference that matters.

A woman with dark hair, seen in profile from the side, is looking intently at a small globe of the Earth. The globe is positioned on a light-colored surface, and the woman's hand is resting on the surface near the globe. The background is a soft, out-of-focus light color, suggesting an indoor setting with natural light.

Our vision. Together.

This aspiration is the driving force behind the transformation of First DataBank from a product-driven company to a purpose-driven company—a company passionately committed to improving patient safety and healthcare quality in everything we do. We understand that our commitment means we must continue to create and deliver drug knowledge bases that enhance system usability and optimize medication use, enabling better, more confident medication-related decisions. It means we must continue to embrace the needs, concerns and even the preferences of system developers and healthcare end-users with solutions that seamlessly facilitate the integration of data, system and clinician.

Most importantly, we at First DataBank understand that, working alone, our ability to bring about meaningful change is limited. We understand that working together with system developers and clinicians will be the most effective way to drive progress.

In support of our vision, we have created the “A World Free of Medication Errors” wristband. Throughout every public event in which First DataBank participates this year, we will donate \$5 toward each wristband distributed to the following non-profit organizations whose visions are similarly aligned:

- FLAAME: Families Launching Action Against Medication Errors (www.flame.org)
- The Josie King Foundation (www.josieking.org)

Together, we can create a world free of medication errors.

This is the essence of our vision, and we will not waver in its pursuit. We invite you to join us.