

MEDcounselor

# Consumer Medication Information



**By offering MEDcounselor to patients,** your organization makes a simple — yet significant — contribution toward improving compliance with their drug regimens, cutting costly and dangerous drug errors and achieving better outcomes.

Elsevier's MEDcounselor solution helps consumers understand how to take their medications safely and effectively. When you enhance your consumer health website, software, kiosk or other medical applications with MEDcounselor, consumers associate your organization with superior value and service, and your solutions gain higher visibility and usage.



ELSEVIER

Together we advance healthcare by ensuring that everyone, from clinicians to patients to their caregivers, has the information they need to make smart decisions.

**MEDcounselor content is available in three modules:**

## MEDcounselor Drug Information

**Educate consumers on how to take their medications safely.**

- Complies with all national guidelines for Consumer Medication Information (CMI) and consistent with manufacturer labeling
- Covers all commonly prescribed U.S. prescription drugs, plus information on herbal, vitamin, nutritional and over-the-counter (OTC) products
- Available in 21 languages: English, Spanish, Arabic, Bengali, Chinese (simplified), Chinese (Traditional), Creole (Haitian), Dutch (Traditional), French, German, Hindi, Italian, Japanese, Korean, Polish, Portuguese (Brazilian), Russian, Swedish, Tagalog, Turkish and Vietnamese
- Uses plain language principles and written at a sixth- to eighth-grade reading level for easy comprehension
- Provides the most current information for newly released drug products and medication safety alerts
- Content is dosage form-specific; helps the patient understand common uses for their medicine and how to take their dosage form correctly
- Offers full-color drug photos to assist in medication verification
- Thoroughly explains medication issues such as:
  - What the medication is used for
  - What your healthcare professional should know before prescribing
  - How the medication should be taken
  - What should be done if you miss a dose
  - What other medications can interact
  - What side effects you may notice
  - How to store and dispose of your medication

## MEDcounselor Drug Interactions

**Check for interactions to guard against dangerous adverse drug events.**

- Contains thousands of unique drug interactions between prescription, OTC, herbal, vitamin and nutritional products
- Includes all ingredients of multivitamins and nutritional products when running a drug interaction screening



- Checks for interactions with lifestyle factors such as alcohol, caffeine, tobacco, grapefruit juice, food, dietary supplements and medical marijuana
- Explains interactions in easy to understand language
- Includes color-coded severity rankings (Severe, Major, Moderate, Minor) to help consumers prioritize interactions and the steps that should be taken

## MEDcounselor Drug Identifier

### Identify drugs to ensure safe and accurate medication usage.

- Supplies an extensive collection of high resolution, full color digital images for prescription and OTC products
- Assists in the identification of unknown tablets and capsules
- Search by marking/imprint, shape and/or color
- Results include product descriptions, as well as full color drug images, to ensure the right drug is being taken to treat the right medical condition

## Written and Vetted by Experts

As misinformation can be dangerous and even life-threatening when it comes to drug information for consumers, credibility is crucial.

**MEDcounselor content is written exclusively by pharmacists with expertise in their specialty areas**, most of whom are Board of Pharmacy Specialties certified. Our staff develops and updates MEDcounselor content through a stringent peer-reviewed process to verify accuracy and suitability for consumers.

And Elsevier's professional (clinical) and consumer modules are created in tandem, ensuring consistent information that supports consistent care from the healthcare facility to the patient's home.

## Flexible Options for Your Consumer Health Solutions

Whether you prefer a high degree of customization, integrated searching and linking into your own content, or the ease and convenience of web modules hosted by Elsevier, **MEDcounselor offers multiple integration options** to fulfill your technical needs and business goals.

**For more information, visit [elsevier.com/drug-information](https://elsevier.com/drug-information)**



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