At Elsevier, we believe the best way to move healthcare forward and improve medication safety is to ensure everyone, from clinicians to patients, has the information they need to make smart decisions.

That’s why we created MEDcounselor, a powerful, web-based product that helps consumers take medication safely and effectively for better outcomes.

MEDcounselor is Available in Three Modules:

**MEDCOUNSELOR DRUG INFORMATION**
Educate consumers on how to take their medications safely.

- Complies with all national standards for Consumer Medication Information (CMI), including OBRA 90, Keystone and FDA Guidance
- Covers all commonly prescribed U.S. prescription drugs, plus hard-to-find information on herbal, vitamin, nutritional and over-the-counter (OTC) products
- Available in 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, in addition to English and Spanish
- Offers unique, full-color drug photos to assist in medication matching
- Provides the industry’s most current information on newly released drug products and breaking developments
- Content is specific to therapeutic intent and dosage form; helps the patient confirm what their drug is intended to treat and understand how to take their dosage form correctly
- Written at a sixth- to eighth-grade reading level for easy comprehension
- Thoroughly explains “need to know” 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 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
- Checks therapeutic ingredients of multivitamins and nutritional products when running a drug interaction alert
- Screens for interactions with lifestyle factors such as alcohol, caffeine, tobacco, grapefruit juice and food
- Explains interactions in easy-to-understand language
- Includes color-coded severity rankings to help consumers prioritize interactions and the steps that should be taken
MEDCOUNSELOR DRUG IDENTIFIER
Identify drugs to ensure safe and appropriate medication usage

- 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

How It Helps
MEDcounselor provides you the opportunity to enhance your consumer health information website, kiosk, disease management software or other medical applications. The content is indispensable in helping to increase consumer compliance with their drug regimens, and avoid costly and dangerous medication errors.

Why It’s Better
Credibility is crucial, particularly when it comes to drug information for consumers. The wrong information can be dangerous, even life threatening. Consumers need — and deserve — better.

Every update to the information in MEDcounselor undergoes a strict editorial review to ensure that it is timely and reliable. The editorial staff at Elsevier develops all content through a peer-reviewed process. All clinical and consumer content is updated in tandem, ensuring the most current data is always included, so everyone always has the information they need to make informed decisions.

Seamless Integration into Your Website or Application
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 has what you need.

For more information, please:
Call: 866 416 6697
Visit: goldstandard.com