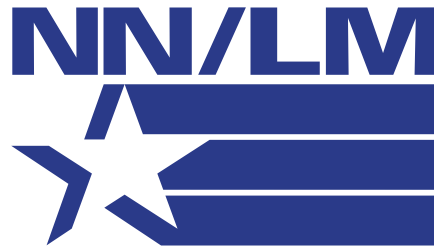


Information Rx

Librarians and physicians working together to:

- *Improve patient health literacy*
- *Empower patients to take an active and positive role in their own health care*
- *Improve patient-physician communication*
- *Provide quick and easy access to patient education materials — saves time and improves patient outcomes*
- *Direct patients to MedlinePlus for reliable and authoritative health information*

To learn how you can be a part of this important initiative in your hospital and community, and to order free materials, go to nmlm.gov/hip/InfoRx!



To learn how you can participate and order free materials, go to: nmlm.gov/hip/InfoRx

Questions? Contact NN/LM at 1-800-338-7657 or visit us at: nmlm.gov

Information Rx

A Tool Kit for Health Sciences Librarians



A health information outreach tool for physicians, patients and their families



Get Your Hospital and Community Involved



Information Rx

In a collaborative effort, the National Library of Medicine (NLM) and the American College of Physicians Foundation developed **Information Rx**, an information prescription pad program designed to assist physicians in referring patients to MedlinePlus.gov.

The Information Rx prescription pad enables physicians to refer their patients to MedlinePlus, a trusted and reliable health information Web resource that is available in English and Spanish.

More than 3,500 physicians have signed up to participate!

Information Rx Tool Kit for Health Sciences Libraries

NLM developed the **Health Sciences Information Rx Tool Kit** to assist health sciences librarians with the implementation of Information Rx in their organizations.

This online tool kit will guide you through an easy to follow 4-step process:

- Promotion
- Outreach
- Training
- Evaluation

You will find sample articles, suggested outreach activities, links to MedlinePlus training materials, and more.



**To get started, go to the
Health Sciences Libraries Tool Kit
at nmlm.gov/hip/InfoRx!**

Share Your Success Story

We want to hear about your Information Rx success story!

If your organization has implemented Information Rx, your creative outreach activities, promotional ideas, and evaluation method can serve as a model for other health sciences libraries.

Want to Share?

We will post your Information Rx success story on the website. Please submit story to:

Karen Hajarian
Email: hajarian@nlm.nih.gov
Phone: 301-402-4277

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