

# Drugs.com Furthers Reach of FDA Consumer Health Information

The Food and Drug Administration and the website Drugs.com have teamed to broaden the reach of FDA's consumer health information.

A new partnership forged by the two entities provides consumers with a joint resource on Drugs.com's site that features FDA Consumer Update articles, videos, and slideshows. It will also bring FDA health information to Drugs.com's mobile phone platform.

Drugs.com seeks to provide patients with information to better manage their own health care and to assist in the reduction of medication errors. It attracts more than 12 million unique visitors each month.

"The partnership with Drugs.com means that reliable, useful, and timely health information will be available to an even wider audience," says Beth Martino, FDA's associate commissioner for external affairs. "Partnerships like this are an important part of FDA's effort to ensure the public has easy access to reliable, useful information that can help people protect and improve their health."

"We are very excited about partnering with FDA to provide consumers with public health and safety information on our site as well as our mobile phone platform," says Philip

The screenshot shows the Drugs.com website interface. At the top, there is a search bar and navigation tabs for 'Drugs A to Z', 'Pill Identifier', 'Interactions Checker', 'News & Alerts', 'Health Professionals', 'Community', and 'Mednotes'. Below the navigation is a banner for the U.S. Department of Health and Human Services and the U.S. Food and Drug Administration, published as part of a partnership with Drugs.com. The main content area is titled 'Latest FDA Consumer Updates' and includes a section for 'Topics on this Page' with links to 'Featured Articles', 'FDA 101', 'General Safety', 'Food Safety', 'General Health', and 'Medicine & Children'. There is also a 'Featured FDA Articles' section with several links. On the right side, there is a 'Sign In or Register' form and a 'Download Printer-friendly PDF' button. Below that is a featured article titled 'Your Guide to Reporting Problems to FDA' with an image of a red rotary phone and a laptop. At the bottom, there are 'FDA MEDWATCH ALERTS ON DRUGS.COM' including 'Metronidazole injection 500 mg / 100 ml: Voluntary recall due to non-sterility' and 'Rotarix Vaccine: Update to Clinicians and Public Health Professionals'.

Thornton, CEO of Drugs.com.

The complete terms and components of the partnership with Drugs.com are described in a Memorandum of Understanding published in the May 26, 2010, Federal Register and available online at <http://edocket.access.gpo.gov/2010/pdf/2010-12638.pdf>.

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