



## PDR Network Launches RxEvent System AER Online Reporting System

Each year, U.S. clinicians see millions of adverse drug events; most are never reported. Reporting an adverse drug event has previously been a time-consuming and uncompensated activity for increasingly busy clinicians. **Now, there is a better and easier way to report adverse drug events: "RxEvent" is a new service from PDR, and it is just a click away.**

Adverse drug event reporting (AER) by clinicians used to be handled by each pharma firm independently, typically using a telephone-based intake system. Reports are processed, then investigated by the manufacturers and reported, if warranted, to the FDA's MedWatch system. Of the roughly half million AERs reported annually to the FDA, 95% arrive via manufacturers, and only 5% come directly from clinicians. Since not all issues or side effects of prescription drugs can be discovered in clinical trials (think Accutane, Vioxx, etc...) **AERs are very important to drug safety.** Unfortunately, studies indicate that *less than one in seven AERs made known to providers are reported to the providers, manufacturers, or the FDA.*

From a clinician's standpoint, figuring out how to report an AER is a challenge, reporting is a lengthy process, and time is not compensated. In addition, the pharma firm often calls back looking for additional information on the event or the patient. This AER follow-up can occur days to weeks later, requiring more of the clinician's time. Not surprisingly, AER follow-up is incomplete, leading to weak reporting that the FDA's own Advisory Board described in late 2010 as "seriously flawed" and "...often lack(ing) essential information, such as the age and gender of the patient involved, the dose of the drug taken, the company that manufactured the drug, and a clinical description of what happened to the patient".

PDR takes very seriously their commitment to improving drug safety AND to helping clinicians and physicians make the most of their valuable time. PDR's AER system, **RxEvent**, is available with an online clinician portal at [RxEvent.org](http://RxEvent.org), and has been integrated into major electronic health record systems. **This new AER reporting system uses one standardized online form for all manufacturers, and is fast and easy to use.** The next time you see an adverse drug event, use the RxEvent system, [RxEvent.org](http://RxEvent.org).

PDR will continually upgrade and improve the **RxEvent system which will soon include payment for AER follow-up!** Imagine...paying a physician for their time?

Edward Fotsch, MD and CEO for PDR Network provided all content and access for this eblast and the much anticipated [RxEvent.org](http://RxEvent.org).