

Brandofino Communications and The Institute for Safe Medication Practices (ISMP) to Launch New Medical Smartphone Apps in 4th Quarter 2009, Bring Online and Print Error-Proofing and Practice Management Content to the next level.

Syosset, NY- For Immediate Release. August 10, 2009, The Institute for Safe Medication Practices (ISMP) and Brandofino Communications, Inc. will launch several MOBILE (Electronic) Applications for healthcare professionals to deliver outstanding medication safety tips and recommendations from the experts, tools that help report and capture medical errors, and provide instant feedback on information relating to errors and the prevention of errors. ISMP will also provide content for *Doctor's Digest*, a Brandofino Communications print publication featuring expert practice management information for physicians.

The Institute for Safe Medication Practices (ISMP) is an independent, nonprofit charitable organization that works closely with healthcare practitioners and institutions, regulatory agencies, consumers, and professional organizations to provide education about medication errors and their prevention. ISMP represents more than 35 years of experience in helping healthcare practitioners keep patients safe, and continues to lead efforts to improve the medication use process. ISMP is a federally certified patient safety organization (PSO), providing healthcare practitioners and organizations with the highest level of legal protection and confidentiality for patient safety data and error reports they submit to the Institute. For more information on ISMP and its medication safety resources for healthcare professionals and consumers, visit www.ismp.org . ISMP's newsletters collectively reach more than 3 million health professionals, and our website receives more than 3,000 hits a day.

“Smartphones are an emerging technology that can help physicians improve patient safety by accessing up-to-the-minute medication error prevention information from ISMP, says ISMP President Michael R. Cohen, RPh, MS, ScD, FASHP. “We are pleased to be using new avenues to reach frontline practitioners with practical recommendations and tools that can make a real impact on safe medication use.”

Brandofino Communications is the publisher of *Doctor's Digest*, a bimonthly practice management guide offering advice from experts and thought leaders in reducing medical errors, physician/patient communications, evidence-based medicine and other topics that physicians do not learn in medical school. Brandofino Communications has been a leader in e-marketing and emerging technologies in the publishing field, offering print and e-subscriptions, vodcasts, podcasts and an iPhone/iPod Touch Application for the publication.

Of ISMP, Brandofino Communications President Jeannette Brandofino says, “Including the Institute for Safe Medication Practice’s editorial content and error reporting and notification tools in our PracticeRx Smartphone App and in *Doctor's Digest* takes delivery of practice management information to the next level. We will now be able to provide physicians with not only expert practice-management advice but clinical practice-management expertise as well. ”

For more information on the PracticeRx iPhone/iPod Touch App and its applications for patients and healthcare professionals, please contact:

Jeannette Brandofino, Publisher
Brandofino Communications
12 Spruce Park
Syosset, NY
516-364-2575
doctorsdigest@verizon.net
www.doctorsdigest.net

For more information on ISMP, or its medication safety alert newsletters and other tools for healthcare professionals and consumers, visit www.ismp.org.

Brandofino Communications is dedicated to bridging the gap between the business of medicine and the practice of medicine, publisher of:

Doctor's Digest on Demand 24/7 on www.doctorsdigest.net Vodcasts – Podcasts – Print and E-Editions and iPhone and iPod Touch Applications.

Doctor's Digest is a featured content provider on www.thedoctorschannel.com (video podcast format). Our practice management content is now included in the curricula at 28 medical schools and is a membership benefit with associations such as AMWA.

Doctor's Digest iPhone/iPod Touch Essential Practice Tips App, a top-rated MEDICAL App (Ranking 67 out of 808 Apps), ranked as one of the TOP 15 physician apps. Ranked as a TOP 15 App for physicians by MDNet Guide.