

Medicine & You

A GUIDE TO PROPER PHARMACEUTICAL CARE

"The Bottom Line"

Just the Facts

- More than 2 billion prescriptions are written in the U.S. annually
- Hundreds of new pharmaceutical products are introduced annually
- More than 1 million of all hospitalizations are due to adverse drug reactions
- More than 100,000 people may die each year from drug interactions

An Independent Source of Reliable Drug Information...

Medicine & You is published by Pernel Press.

It is the first widely distributed pharmacy column written and reviewed by pharmacists for the general public.

Why not offer your readers a pharmacy column? Let's face it. There is an obvious and indisputable problem in America's health care delivery system.

To make matters worse, many are the unfortunate recipients of self-medication errors, dangerous drug interactions and oftentimes, inappropriate prescribing.

The RESULT: A 'crying' need for a drug column that focuses on pharmaceutical issues that are ignored, distorted or simply not covered in much of mainstream media.

The SOLUTION: An educational awareness... because *what you don't know CAN hurt you.*

Medicine & You gives you these features:

- Bottom-line pros and cons
- A column designed to allow the general public to understand sophisticated pharmacological concepts in a casual style.
- An invaluable guide that fills the void left by technical materials.
- Independent unbiased advice; recommendations your reading audience can depend on; no reprints of drug company information.
- An editorial panel of clinical, retail and consultant pharmacists, research scientists, professors, physicians and nurses.
- We tap into computerized databases...daily medical newswires, review technical newsletters, journals, government reports — CDC, FDA - MEDWATCH, etc.



Reflecting the Full Impact of Modern Pharmacology - The Latest Word on the Use of Drugs