NEW PARTNERSHIP WILL PROMOTE ONLINE ACCESS TO EXPERT PUBLICATIONS

The Pharmaceutical Press, the publications division of the Royal Pharmaceutical Society of Great Britain, has announced special terms for access to its MedicinesComplete package of essential online pharmaceutical databases for all medicines information centres within the UK Medicines Information network (UKMi), an NHS pharmacy based service.

The package includes three key references Martindale: the complete drug reference, Stockley's Drug Interactions and Herbal Medicines.

UKMi already includes these publications on their list of recommended resources for each centre - now each of UKMi’s 260 medicines information (MI) centres can purchase an online licence to all three texts.

The benefits of subscribing via MedicinesComplete include secure online access to the full text of the three key references, regular online updates, and integrated search functionality across all three titles designed specifically for rapid reference.
The greater UK-wide access to online information which this deal will bring is particularly timely because the UKMi Strategy on Electronic Data Management Systems has resulted in the creation of a ‘paperless office’ database called MiDatabank. This allows MI centres to document all clinical enquiries and their answers electronically, rather than on paper, so e-sources of information are becoming increasingly important.

Charles Fry, Director of Publications at the Society, said: “The Pharmaceutical Press is committed to developing user-friendly online versions of its major reference works. Offering this kind of cost-effective access to key groups of users is an important part of our strategy to ensure that they remain the preferred choice of information resource for all healthcare professionals.”

Christine Proudlove, Chairperson of the UKMi Executive, said: “UKMi is at the forefront of the information revolution within the profession of pharmacy and, as such, I am pleased that this deal with the Pharmaceutical Press enables us to offer all MI centres rapid access to high quality information at an affordable price. All three sources are highly regarded within UKMi and valuable in assisting our teams around the country to advise healthcare professionals how to manage patients with complex medicines-related problems.”

For further information on MedicinesComplete please contact +44 (0)20 7572 2464, visit www.medicinescomplete.com or e-mail: sales@medicinescomplete.com

Ends

For further information please contact Natalie Collyer or Felicity Slayford in the Royal Pharmaceutical Society of Great Britain’s Public Relations Unit

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Notes to editors

UKMi is an NHS pharmacy based service. Its aim is to support the safe, effective and efficient use of medicines by the provision of evidence-based information and advice on the therapeutic use of medicines. The service operates within both primary and secondary care and has two broad functions: to support medicines management within NHS organisations and to advise on the pharmaceutical care of individual patients.