WHO IS FIRST DATABANK?

First Databank is a leading provider of drug knowledge bases and clinical decision support with a reputation that attracts healthcare organisations worldwide.

With over 30 years experience of maintaining and developing drug knowledge bases and clinical decision support, coupled with the expertise to integrate into electronic healthcare systems across all settings, First Databank has unrivalled knowledge in its field.

Patient safety is the driving force behind our business. Through the effective implementation of our products, we assist in safer prescribing, dispensing and administration, helping clinicians to avoid potential medication errors.

Our strong corporate commitment to the Middle East is evident from the investment in a new product specifically designed to meet the needs of clinicians. This is coupled with a new Dubai based office location to service customers in the region.

We work closely with a wide range of leading healthcare system vendors, hospitals, clinics, health insurance providers and other healthcare organisations in the Middle East, North America, Europe, Australia and Asia.

First Databank is part of Hearst Business Media which is owned by Hearst Corporation, one of the world’s largest diversified communications companies. Hearst Corporation is fully committed to the healthcare marketplace and has the resources to ensure that First Databank continues to evolve and grow.
First Databank’s drug knowledge base provides a comprehensive source of clinical and commercial information on thousands of pharmaceutical products and packs. When integrated into a clinical system, the knowledge base provides drug-specific information, outlined below.

Medication safety
First Databank plays a key role in helping to reduce medication errors by delivering drug-specific information to clinicians at the point of care. Through clinical decision support, active alerts provide guidance in prescribing the right medicine, in the right dose, at the right time.

Expertise
First Databank works with an impressive portfolio of international system suppliers and leading healthcare organisations across the world, providing support to thousands of healthcare professionals from a wide range of settings including hospitals, primary care clinics, outpatient clinics, pharmacy, government and health insurance.

Within these settings, our products help enable a variety of clinical applications, such as:

- Drug reference source
- Electronic medical records and Hospital Information Systems
- Electronic prescribing (ePrescribing)
- Computerised physician order entry (CPOE)
- Drug terminologies
An independent report from KLAS titled “Clinical Decision Support, Understanding the Impact,” December, 2011, rated FDB the highest among drug database vendors in areas such as credibility, relevance, integration and standardisation to name a few. Additionally, Middle East Drug Knowledge can help to support the Joint Commission International’s Accreditation (JCI) Standards for Hospitals. This is an internationally recognised quality accreditation gained by many leading hospitals across the world.

Drug Terminologies
First Databank’s expertise in drug terminologies is based upon extensive experience in integrating its products with existing standard or local medication lists. First Databank expands its regional drug population in the Middle East by obtaining, evaluating, and incorporating local drug terminologies into its solutions. Additionally, First Databank also offers integration advice around nationally and internationally recognised terminologies such as International Classification of Diseases (ICD).

Maintaining the drug knowledge base
First Databank has a large team of pharmacists, clinicians, clinical researchers, healthcare informaticists and software developers who maintain the drug knowledge base and ensure we are at the forefront of product developments. A variety of sources are used to update the knowledge base. A range of publications are assessed and evaluated by our clinical team so that new medicines can be added to the knowledge base.

Quality
First Databank Europe (FDBE) is accredited to ISO9001:2008, an internationally recognised standard for Quality Management Systems (QMS). Adherence to our QMS ensures the necessary policies and procedures are in place to enable us to deliver products of a consistently high quality, imperative in a patient-safety driven business. FDBE is the first and only organisation in the UK to be accredited by the National Institute for Clinical Excellence (NICE) for Clinical Decision Support. NICE is the body responsible for setting guidelines to the NHS.

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Middle East Drug Knowledge

provides up-to-date information on all registered drugs from the Gulf Cooperation Council (GCC) and the Middle East. When integrated into healthcare systems, clinicians benefit from access to accurate and reliable drug information through clinical decision support.

Integrated decision support at the point of care

First Databank’s electronic clinical decision support is designed to provide healthcare professionals with intelligently filtered, patient-specific drug information at appropriate times throughout a patient’s care. The emphasis is on supporting clinicians in their clinical decision-making, rather than making decisions for them.

Our clinical decision support helps clinicians to select an appropriate medication and run a series of checks. It reviews the patient’s recorded medications and triggers on screen alerts if the newly selected drug interacts with the recorded current medication.

When integrated into a clinical system and linked with an Electronic Health Record (EHR) First Databank’s clinical decision support is able to carry out the following checks:

**Drug-drug interactions**

To check if the medication about to be prescribed or dispensed interacts with the patient’s current recorded medication. All drug-drug interactions are rated by severity and comprehensive reference information (monograph) is also provided.

**Drug allergies**

To check if the medication about to be prescribed or dispensed contains the same or related active ingredients to any previous allergies recorded on the EHR.

**Duplicate therapy**

To check that the medication about to be prescribed or dispensed will not duplicate the effect of a patient’s current recorded medication.
Clinician workflow management

Workflow management provides a platform for the highly efficient integration of content into the EHR system. In turn this speeds the delivery of clinical decision support to the point of care.

Within Middle East Drug Knowledge there are three areas that support knowledge management with the clinical workflow. These are Medication Names Concepts™, clinical formulations and packaged product.

Examples of clinician workflow management in the healthcare setting include the integration of medication pricing or codes, such as reimbursement codes and general reporting.

Medication Name Concepts™

The Medication Names Concepts™ feature allows healthcare professionals to search for drugs easily and quickly. Powerful drug navigation allows the clinician to drill down through drug data to support the requirements of CPOE or ePrescribing. This search facility combined with multiple access points can be used across a number of applications such as CPOE, reporting, workflow management and closed-loop prescribing.

Clinical formulations and ingredient data

The clinical formulations within Middle East Drug Knowledge include ingredient, strength, route e.g. “oral” and form e.g. “tablet”. Drugs are provided with a unique identifier that relates to all drugs listed, irrespective of whether they are generic or branded medications. This structure allows clinical information to be grouped, to provide the appropriate clinical decision support.

Package product

Full brand and generic information for all packaged medications is provided for all drugs within the GCC and Middle East.

Full packaged product information supports the medication supply chain from manufacturer to healthcare provider.

Regional specific data

Open format data fields facilitate an easy method of efficiently inserting regional, specific data without the need for re-developing the vendor’s core knowledge base. Typically these fields can be used for items such as regional drug pricing.

Drug Indications

Checks the appropriateness of medication therapy and tries to minimise the risks associated with the drug providers, based on the recorded patient information.

TallMan™ Lettering

TallMan™ Lettering provides a system for identifying drugs with look-alike/sound-alike names. TallMan™ Lettering helps clinicians to find and identify the correct drug in a medication list by clearly distinguishing the lettering of the drug name.

FDB Therapeutic Classification

FDB Therapeutic Classification provides a means of classifying drugs and drug products for formulary maintenance and reporting. This classification system is designed with an unlimited depth of classification using a parent-to-child relationship hierarchy.

Anatomical Therapeutic Classification

Drug-specific clinical data such as Anatomical Therapeutic Chemical (ATC) classification codes published by the World Health Organisation are also included. This system classifies active substances into different groups according to the organ or system on which they act and their therapeutic, pharmacological and chemical properties.

ATC codes are provided within Middle East Drug Knowledge and used across many healthcare settings such as:

• Carrying out Drug Utilisation Reviews
• Calculating the drug spend by therapy
• Searching for drugs by their therapeutic class, and their alternatives.
NEW FEATURES

The product roadmap for Middle East Drug Knowledge includes many new features:

**Dose Range Check**
Checks if the dosage about to be prescribed or dispensed is within a safe range for a patient’s recorded age and weight.

**Drug Contraindications**
Checks the medication about to be prescribed or dispensed against any recorded medical conditions.

**Arabic Patient Medication Labels**
Arabic and English patient labels providing warning information about the dispensed medication.
For more information, contact Sales on +971 5577 30456 or email info@fdbhealth.ae

CUSTOMER SERVICES

First Databank works with customers before, during and after the integration of our products into healthcare systems, providing support and advice to ensure the best use of our drug knowledge base.

We work closely with our customers from the outset to fully understand their requirements and recommend the most suitable integration option. Once a solution has been established, we work with the customer’s development team to integrate the products.

First Databank encourages customers to take new versions of our products in order to remain at the forefront of developments. Customers can take advantage of our ongoing guidance on the integration of any new product developments and functionality into their system.

We are committed to supporting customers with the ongoing development of their system to make sure that they keep up to date with any developments in healthcare IT.

Our Customer Services team is available to answer any day-to-day customer queries in reference to the use of our drug knowledge base.

Service level agreements provide guaranteed data delivery and defined response times for customers. Monthly updates are delivered via a secure website.
By providing access to Middle East Drug Knowledge First Databank helps organisations to:

- Have updated drug data and clinical decision support available as an integrated solution
- Have relevant, embedded drug data available at the point of care
- Know that drug data has passed through quality policies and is unbiased
- Receive direct support and communications with the owners of the knowledge base
- Benefit from dealing with a firm with a proven 30-year track record
- Benefit from knowing that their investment will continually evolve and improve over time, with a dedicated product roadmap.
Our vision is for our products to be the defining standard for medicines management and clinical decision support in the Middle East. We help by reducing the occurrence of medication errors, improving patient safety and managing medicines more efficiently across the healthcare spectrum.

First Databank is determined to remain at the forefront of patient safety improvements. We run an active product development programme which is based upon feedback from customers and newly emerging market requirements.

By continually improving the ease with which our products can integrate with clinical systems, we are confident that our customers can also remain at the forefront of new initiatives.

There is a real opportunity to improve the lives of patients by preventing the occurrence of medication errors. First Databank has the determination and passion to facilitate this goal.

Find out more

If you would like more information about our products and how First Databank can help you improve patient safety, please contact us at one of our regional offices, shown overleaf.
THE FUTURE OF MEDICINES MANAGEMENT