



**IMS**SN INTERNATIONAL  
MEDICATION  
SAFETY NETWORK

## **Paris Satellite conference on safer naming, labelling and packaging of medicines**

Public debate on the role of drug regulatory agencies  
and health authorities in assessing and preventing  
the risks of medication errors



# **Programme**

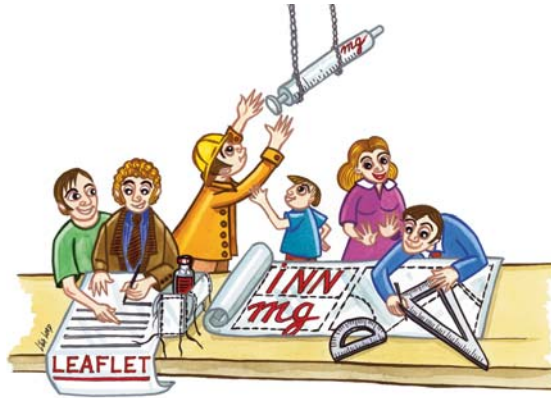
**Thursday 10<sup>th</sup> October 2013**

**Prescrire' meeting rooms**

**68-70 Bd Richard Lenoir - 75011 Paris**

# Safe design of healthcare products, a key strategy for reducing preventable harm

Medication errors frequently occur because of confusion from: sound-alike or look-alike medicine names; similarities in packaging and labelling appearance; unclear, ambiguous or incomplete medicine label information. These problems can lead to errors in selecting and using medicines including wrong drug, wrong dose, wrong formulation, wrong route and method of administration.



In many countries the regulation of medicines naming, labelling and packaging does not provide adequate safeguards for patients. There is little recognition of the importance of human factor in the selection and the design of drug names, labels and packages with a view of minimizing error risks and enhancing medication safety. Current approaches to labelling and packaging favour commercial interests, such as “trade dress” or “umbrella” brands, and overlook the context in which the medicine will be used.

The **Paris conference on safer naming, labelling and packaging of medicines** will feature a public debate on the role of drug regulatory agencies and health authorities in assessing and preventing the risks of medication errors. The conference is aimed at: regulators and policy makers, healthcare professionals, patients, drug companies.



## The International Medication Safety Network (IMSNI)

The International Medication Safety Network (IMSNI) is an international network involving the main programmes for safe medication practices, the aims of which are to prevent medication errors and contribute to safer healthcare.

Established by the “Salamanca Declaration to promote safe medication practices globally” in November 2006, this specific network aims at promoting and reinforcing cooperation between independent, multidisciplinary programmes for safe medication practices.

[www.intmedsafe.net](http://www.intmedsafe.net)

**10:25 Welcome and introduction**

Dr Michael Cohen, Chairman IMSN

**10:30 Naming, labelling and packaging of medicines put patients at risk. Case studies from different countries**

IMSN members: France, Spain, UK, Denmark, Ireland, Australia & New Zealand, Canada, USA

**11:30 IMSN Position Statement “Making Medicines Naming, Labelling and Packaging Safer”**

Dr David Cousins, Head of Safe Medication Practice, NHS England

**12:00 European Medicines Agency. Priorities to assessment and prevention of the risks of medication errors**

Monica Prizzi, Administrator, Medical Information Sector, EMA

**12:30 Discussion**

**13:00 Lunch**

**14:00 Assessing risks related to brand names of medicines**

- assessment practices in USA  
Dr Michael Cohen, Institute for Safe Medication Practices (ISMP))
- assessment practices in Canada  
Dr David U, Institute for Safe Medication Practices Canada
- assessment practices in Europe  
Dr Annemarie Hellebeck, Name review group, EMA

**14:30 Assessing risks related to non proprietary names of medicines**

- The WHO INN Programme and the safety of INN's  
Dr Raffaella G. Balocco Mattavelli, Manager of the International Nonproprietary Name (INN) Programme, Department of Essential Medicines and Health products, World Health Organization
- IMSN Position Statement “Improving the safety of international non-proprietary names of medicines (INNs)”  
Dr Étienne Schmitt, Prescrire Programme Éviter l'Évitable (Preventing the Preventable)

**15:00 Discussion**

**15:30 Assessing risks related to the design of labelling and packaging**

- methods and tools used in the UK National Health Service  
Dr David Cousins, NHS England
- current project of assessment practices in Canada  
Dr David U, ISMP Canada
- current project of assessment practices in USA  
Dr Michael Cohen, ISMP

**16:15 General discussion on the role of regulatory agencies and health authorities in reducing the risks related to naming, labelling and packaging of medicines**

**17:00 End of conference**



**68-70 bd Richard Lenoir**  
**Paris 11<sup>ème</sup>**  
**Phone: +331 49 23 74 11**

## Registration

Registration for the IMSN Paris conference is free of charge for IMSN members attending the Paris 2013 annual meeting, for representatives of drug regulatory agencies (European & national), health authorities (European & national), independent organisations, healthcare and general press journalists and news agencies.

Subject to availability, registration of representatives of healthcare practitioners' organisations, drug companies and patients & consumers organisations will be charged 100 €.

## Contact details

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*Prescrire*

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