

PDR and HCNN: Now One Service that is Important to You

The *Physicians' Desk Reference* (PDR) has merged with the HCNN, the **only** service that provides electronic delivery of important FDA-required drug Alerts to physicians. The American Psychiatric Association (APA) has worked with the HCNN to help physicians enroll in this important network service.

The 2010 PDR will ship soon and you will notice several changes designed to improve physician access to current information including:

1. A letter from the FDA inside the front cover of the PDR announcing their new Safe Use initiative
2. The promotion of the HCNN as part of the PDR service
3. A slot inside the front cover of the PDR which will house a placard that will be sent to you every other month noting which products have had updated product information including recalls and Box Warnings. Full updated product information will be hosted at PDR.net which also hosts the HCNN.

Access to updated full product labels is an important feature of the 2010 PDR and bi-monthly placards with links to PDR.net. Information in these labels is the standard against which physicians are held in professional liability actions. And the PDR is routinely and uniquely cited as the source of this label information.

The combined PDR – HCNN service will provide prescribers with FDA-required Alerts via the HCNN, monthly specialty-specific clinical updates, as well as the 64th edition of the PDR with regular insert updates—an end-to-end solution that fulfills prescribers' need for drug information on both a reference and real-time basis.

As indicated on the inside front cover of your 2010 PDR by Dr. Janet Woodcock, Director of Drug Evaluation & Research at FDA, the primary goal of the HCNN is to minimize “information errors” by ensuring that “prescribers have access to the right information at the point of prescribing.”

To ensure that you continue to receive your annual PDR and specialty-specific drug safety Alerts, confirm/update your current contact information on the verification form that accompanies your 2010 PDR. If you have not received your 2010 PDR or to receive electronic HCNN drug Alerts, please contact PDR Network at **1-800-232-7379** or hcnn@pdr.net.