



Med-E.R.R.S.[®]

Medical Error Recognition & Revision Strategies

Who We Are

Med-E.R.R.S.[®] is a wholly-owned, for-profit subsidiary of the nonprofit Institute for Safe Medication Practices (ISMP). Established in 1997, our organization combines the longstanding expertise of ISMP in the area of medication safety with a strong desire to reduce the risk of errors related to medications before they reach the market.

Med-E.R.R.S. is not a trademark development company nor do we conduct market research, marketing or advertising related activities. It is our belief that objective evaluation of the safety of pharmaceutical trademarks should be conducted independently from the trademark development process. The services we provide focus solely on reducing the risk of error to improve the safety of the client's product.

What We Do

Med-E.R.R.S. uses a unique model to test proposed trademarks and packaging. This proprietary process, called the ERRS MODEL[™], enables Med-E.R.R.S. to help pharmaceutical companies determine the likelihood that a proposed trademark, package label, or package design might be vulnerable to user error. The process incorporates our expertise in this area along with systematic critical analysis by healthcare practitioners in the field. Our goal is to identify error-prone trademarks due to look-alike and sound-alike similarity with existing medication names, medical terms, and abbreviations to reduce the risk of medication errors. Med-E.R.R.S. also evaluates the design of drug packaging and labels to maximize safety during use.

Services

- U.S. and International Pharmaceutical Trademark Safety Testing
- Nonproprietary (i.e., generic) Drug Name Safety Testing
- Screen-ERR[™]
- Label and Packaging Design and Safety Testing
- Healthcare Technology Consults
- Post-marketing Surveillance



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How We Learn About Error-Reduction Strategies

Med-E.R.R.S. learns about error-reduction strategies through its relationship with ISMP. For many years, ISMP has analyzed medication error reports which enables it to suggest credible recommendations on how to prevent medication errors. In addition, the Med-E.R.R.S. staff includes practitioners who have experience in various healthcare settings and understand the "real-life" situations where medications are used and how medication errors can occur. That same understanding is employed by Med-E.R.R.S. when analyzing the potential for confusion and/or medication errors with a trademark, package or label.

