

Phoenix Medical Publishing launches new Medicines Information Product - AusDI Advanced

Phoenix Medical Publishing has today officially launched their new online drug and therapeutic information product, AusDI Advanced. AusDI is one of the mandated resources for retail pharmacists in several states (NSW, WA, TAS) Australia-wide and now contains over 2000 PIs, 2000 CMIs, 1050 Independent drug monographs and over 2000 medicines images.

Designed to give pharmacists, consultant pharmacists and clinicians convenient web-based access to multiple sources of reliable medicines information, AusDI Advanced includes full-text, evidence-based drug, drug-class and complementary medicines **monographs**, non edited TGA Approved product information (**PI**) sheets, consumer medicines information (**CMI**) leaflets and medicines **images** with fully searchable attributes.

The industry has embraced the launch of AusDI Advanced with endorsements coming in from the Pharmacy Guild, the AACP and users. **Kos Sclavos, National President of The Pharmacy Guild of Australia** says: *"The Guild and its companies are proud to have worked with HCN in the development of the new, enhanced AusDI. This is another valuable tool to assist community pharmacists in their daily practice."* **Grant Martin, CEO of AACP** says: *"We at AACP are excited about the launch of AusDI Advanced, especially being able to compare PIs with independent Monographs, which will provide consultant pharmacists with a trusted online resource for medicines information – an invaluable resource for conducting HMR and MMR in Australia."*

Consultant Pharmacist Rosemary Howard says it is an essential resource for Consultant Pharmacists, particularly for medication reviews, making patient monitoring recommendations or when preparing patient counseling points and checking precautions for generic medications: *"As a Consultant Pharmacist, I find AusDI an invaluable reference when writing medication reviews and use it as my first port of call when looking for information. Information is well set out and easy to find using the index provided."*

AusDI Advanced is currently being integrated into the FRED dispense software, which allows FRED dispense customers one click access to the AusDI Advanced datasets. Several clinical software vendors are also taking advantage of this competitor to MIMS and the latest release of Medical Director, used by 17,000 doctors every day, will contain Phoenix PIs, CMIs and Monographs as of the 1st of March.

Customers like I-MED, Laverty-, Abbott-, Dorevitch-, QML Pathology and ANZCA (Australia and New Zealand College of Anaesthetists) have already made the switch from MIMS to AusDI Advanced.

John Frost, CEO of HCN, comments on the integration of AusDI Advanced datasets into Medical Director: *"We are delighted that we are able to build these comprehensive new datasets and include them in Medical Director. Our aim is to ensure that we give our customers superior solutions and we believe that Phoenix Medical Publishing has achieved this with the launch of this premium product."*

For a free trial of AusDI Advanced please visit the Phoenix Medical Publishing website on www.phoenixmedical.com.au or call AusDI Sales on 1300 118 120.

About AusDI Advanced

An independent, comprehensive and reliable drug and therapeutic information resource for Australian healthcare professionals.

All content in AusDI Advanced drug monographs is developed according to strict editorial guidelines by highly qualified editorial pharmacists. AusDI Advanced complies with a rigorous quality assurance and review process under the guidance of an Editorial Advisory Committee.

AusDI Advanced is designed for intuitive use. The simple navigation structure facilitates quick one-click searches and fast browsing, or more complex, advanced searches, depending on the user's requirements. Users can search by brand name, generic drug name,

disease state, indication, symptom and/or therapeutic class. Other features include creating a 'Your Favourites' list allowing users to save their most frequently used search results and also auto-suggest functionality.

About Phoenix Medical

Phoenix Medical Publishing is an Australian-owned medical publisher that is committed to independent medicines information and quality health outcomes.

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