The Need
• Medication administration is an important part of clinical treatment
• In most healthcare organizations the task of selecting and verifying the medication is a manual interaction, prone to errors
• There are no standards to guide medication manufacturers to produce uniformly designed medication labels
• Currently, clinicians identify medications only by their name

The Study
• 21 students from the Ben-Gurion School of Pharmacy
• PC based experiment, using OpenSesame™
• Compared three types of labels:
  o Labels with a white background (control condition);
  o Existing labels from one of the manufacturers;
  o Labels with new background design

The Procedure
• Each trial consisted of one target label, followed by 6 comparison labels. For each trial, participants’ task was to respond Yes or No as to whether each comparison label was identical to target label
• Measured the accuracy and time required to identify each medication label

The Results
• Labels with new background design had shortest detection times (p<0.001)
• Labels with new background design had highest frequency of correct detect (p<0.001)

The Goal
To develop a set of visual features that can be added to the background of medication labels, to assist clinicians in identifying specific medications

The Future
To extend the present work by developing and testing a set of guidelines for designing background patterns that are likely to facilitate rapid and accurate identification of medications

More Information
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