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NEWS RELEASE

**IMMEDIATE RELEASE**

August 10, 2009

**Baxa Corporation Launches “Culture of Safety” Facebook Page**

*New social campaign looks to influence cultural changes in healthcare safety.*

Englewood, Colo. – Baxa, a leading developer of technology for the safe handling, packaging and administration of fluid medications, announces the launch of a new Facebook Page designed to influence a change in patient and medication safety practices. The Culture of Safety Page, sponsored by Baxa Corporation encourages pharmacy and nursing professionals to share experiences, insights and ideas for improving their profession and creating solutions that interject safety into the healthcare process. The site also serves as a portal for Web sites and resources related to establishing a cultural awareness around patient safety within specific health systems.

“We believe that healthcare safety and quality is not a one-time event; it is a fundamental shift in attitude. Our Culture of Safety program supports this reform by giving healthcare practitioners the tools they need to be champions of this change,” states Marian Robinson, VP, Marketing.

Businesses and brands can create a Facebook Page to share information, interact with fans and create a highly engaging, optimized presence in social media. Reports show that an overwhelming majority of Americans, up to 93%, say that companies should have a social media presence. Baxa has adopted Facebook, the most-visited social networking site on the Internet, for its ease of use and functionality to facilitate discussions and meet marketing objectives.

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One of the components of the Campaign Page are free case study offerings, detailing customers' experiences in helping their facilities avoid medication errors and have positive patient outcomes. By directly engaging with customers, partners, vendors and fellow healthcare professionals, Baxa is building provider trust and making a difference in patient safety, with the aim of decreasing preventable medical mistake deaths from 99,000 per year.<sup>1</sup>

## **About Baxa Corporation**

Baxa, a customer-focused medical device company, provides innovative, solution-based technologies for medication handling and delivery. Its systems and devices promote the safe and efficient preparation, handling, packaging, and administration of medications. Key products include the PadLock<sup>®</sup> Set Saver, Rapid-Fill<sup>™</sup> Automated Syringe Fillers, ExactaMed<sup>™</sup> Oral Dispensers, MicroFuse<sup>®</sup> Syringe Infusers, Repeater<sup>™</sup> Pharmacy Pumps, the IntelliFlow<sup>™</sup> System and ExactaMix<sup>™</sup> Multi-Source Automated Compounders; used worldwide in hospitals and healthcare facilities. Its subsidiary FHT, Inc. produces the IntelliFill *i.v.*<sup>®</sup> automation. Privately held, Baxa Corporation has subsidiaries and sales offices in Florida, Canada and the United Kingdom; direct representation in Austria, Belgium, Denmark, Finland, France, Germany, Luxembourg, The Netherlands and Switzerland; and distribution partners worldwide. Further information is available at [www.baxa.com](http://www.baxa.com).

## **About Facebook**

Founded in February 2004, **Facebook** is a social utility that helps people communicate more efficiently with their friends, family and coworkers. The company develops technologies that facilitate the sharing of information through the social graph, the digital mapping of people's real-world social connections. Anyone can sign up for Facebook and interact with the people they know in a trusted environment. Facebook is a part of millions of people's lives all around the world. Facebook is a privately-held company and is headquartered in Palo Alto, Calif. The Culture of Safety sponsored by Baxa Corporation Facebook Page is found at:

<http://www.facebook.com/home.php?#/pages/Englewood-CO/Culture-of-Safety-sponsored-by-Baxa-Corporation/125887255588>

<sup>1</sup> Institute of Medicine, (2000). *To Err Is Human: Building a Better Health System*. Washington D.C.: National Academy Press.



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