



Baxa Corporation  
14445 Grasslands Drive  
Englewood, CO 80112

tel: 303-690-4204  
fax: 303-690-4804  
baxamail@baxa.com  
www.baxa.com

NEWS RELEASE

**IMMEDIATE RELEASE**

November 30, 2009

**Baxa to Sponsor ASHP Midday Symposium: *Creating a Culture of Safety in Pharmacy: A Panel Discussion on Lessons Learned***

*Colorado-based Baxa Corporation is sponsoring a Midday Symposium at the annual American Society of Health-System Pharmacists' Midyear Clinical Meeting in Las Vegas, December 7<sup>th</sup>. The event features a panel of experts discussing lessons learned around creating a culture of safety in the pharmacy.*

Englewood, Colo. – Baxa Corporation is sponsoring a professional presentation discussing what “culture of safety” means in today’s pharmacy environment. The Midday Symposium presentation, “*Creating a Culture of Safety in Pharmacy*,” features a panel of health-system professionals discussing their experiences with culture of safety, what it takes to build a culture of safety in pharmacy and the role of technology in enabling or inhibiting safe practice. The ACPE-accredited program takes place on Monday, December 7<sup>th</sup> at American Society of Health-System Pharmacists (ASHP) Midyear Clinical Meeting at the Venetian Resort-Hotel in Las Vegas. Attendees to this free, two-hour presentation will also learn how automation can help their facility ensure patient safety.

The recent conviction of health-system pharmacist Eric Cropp for a medication error heightened awareness of the cultural and operational issues around safe practice. The Baxa program features a four-speaker panel with diverse expertise, permitting discussion of the controversy around medication errors, error reporting and promoting safety through cultural changes in health-system pharmacy. Moderated by Dennis Tribble, PharmD, Baxa Corporation Chief Pharmacy Office; the program speakers are Rita Shane, PharmD, FASHP – Director of Pharmacy Services at Cedars-Sinai Medical Center; Seth Eisenberg, RN, ASN, ONC<sup>®</sup>, the Professional Practice Coordinator of Infusion Services at Seattle Cancer Center; Patricia Kienle, RPh, MPA, FASHP – Director of Clinical Accreditation and Medication Safety, Quality and Regulatory Affairs for Cardinal Health Pharmacy Solutions and John Poikonen, PharmD – the Director of Clinical Informatics at UMass Memorial Medical Center.



Baxa Corporation  
14445 Grasslands Drive  
Englewood, CO 80112

tel: 303-690-4204  
fax: 303-690-4804  
baxamail@baxa.com  
www.baxa.com

# NEWS RELEASE

**COS Midday Symposium**  
**Page 2**

The two-hour educational program builds on the panelists' experiences developing, supporting and maintaining a culture of safety in various facilities and how they communicated this within their respective organizations. Participants are encouraged to register in advance for the presentation to be held on Monday, December 7<sup>th</sup> in Palazzo Ballroom B, of the Venetian Resort-Hotel, beginning at 11:30am. In addition to the complimentary program and a boxed lunch, participants are eligible for one credit hour of Pharmacy Continuing Education (CEU).

Baxa Corporation is the leading provider of solutions for improving pharmacy efficiency and promoting safe medication handling and administration. Founded in 1975, Baxa Corporation built its reputation by designing niche products that provide solutions for the transfer, delivery, packaging and administration of fluid medications in hospital pharmacy and alternative-site settings worldwide.

### **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. 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).

###

### **Contact:**

Marian Robinson, Vice President, Marketing  
Baxa Corporation: 800.567.2292 ext. 2157 or 303.617.2157  
Email: [marian.robinson@baxa.com](mailto:marian.robinson@baxa.com)

Maggie Chamberlin Holben, APR  
Absolutely Public Relations: 303.984.9801 or 303.669.3558  
Email: [maggie@absolutelypr.com](mailto:maggie@absolutelypr.com)