



HIFA Working Group on Information for Prescribers and Users of Medicines

Our vision: "Every prescriber and user of medicines will have access to reliable information on medicines to protect their own health and the health of others"

Criteria for 'reliable and useful information on medicines'

The following criteria were identified in consultation with the HIFA community:

1. Patient and prescriber information should be consistent.
2. Information should be from transparent governmental sources that can be independently verified.
3. Information should not be commercial in content or tone.
4. Information should be free.
5. Information should be updated in real time.
6. Information is available in a language other than English
7. Information should be Web based and available also on a mobile platform.
8. Information should be easy to find and easy to understand.
9. Information should be appropriate to the intended readership (drug information centre, pharmacist, prescriber, caregiver, citizen...).

"Reliability and usefulness" of any drug information is not all-or-nothing, but is measurable on a spectrum, as a composite "score" on all nine of the above criteria. There is no perfect source; information about medicines is always changing; people around the world should be aware of the risks of medicines, as well as the benefits. Information about the risks should be the same for patients and prescribers, worded (or depicted) in a way that is appropriate and easily understandable to the reader.

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