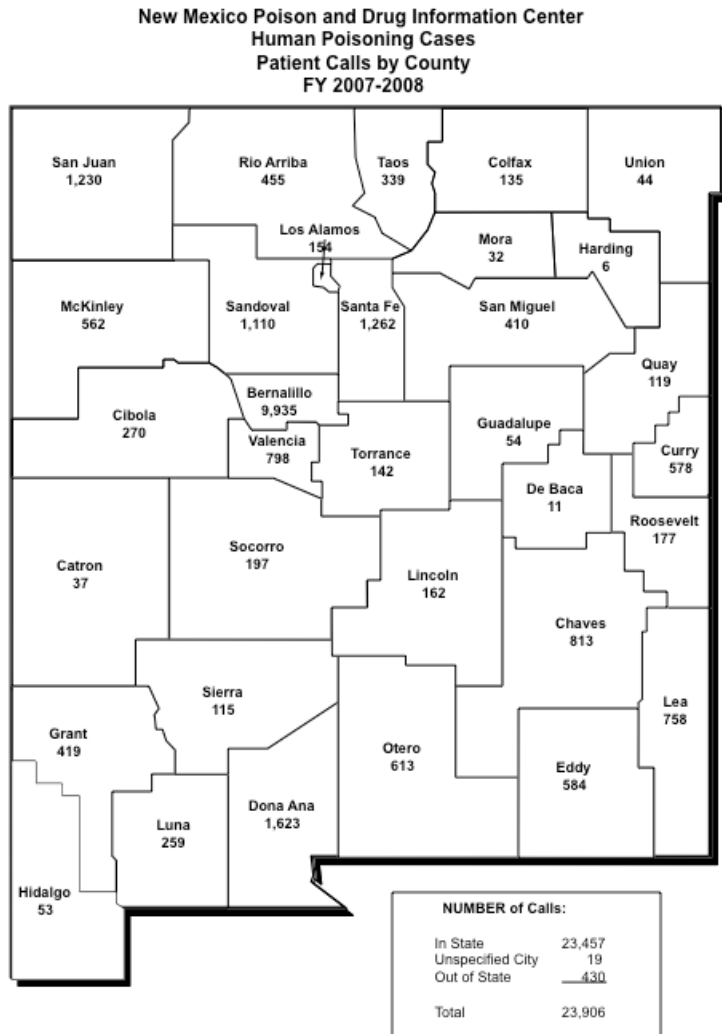


**UNIVERSITY OF NEW MEXICO HEALTH SCIENCES CENTER
NEW MEXICO POISON AND DRUG INFORMATION CENTER
PROGRAM SUMMARY
July 1, 2007 - June 30, 2008**

MISSION



The mission of the New Mexico Poison & Drug Information Center (NMPDIC) is to improve the health of New Mexicans by reducing morbidity and mortality associated with poisoning, and by encouraging proper use of medications. The NMPDIC is a twenty-four hour emergency telephone service accessible to all citizens of New Mexico. The Center assesses and makes treatment recommendations during possible poisonings, responds to drug information inquiries, and assists emergency personnel during hazardous material incidents. It also serves as a major teaching site for the University of New Mexico (UNM) College of Pharmacy and UNM Department of Emergency Medicine. The NMPDIC coordinates poison prevention throughout the state, and operates New Mexico's only computerized toxicosurveillance system. The NMPDIC is certified as a Regional Poison Center by the American Association of Poison Control Centers.

HISTORY AND GENERAL OVERVIEW

During the early and mid-70s, the Bernalillo County Medical Center (now UNM Hospital) operated a poison control center. Although state funds supported

this center, approximately 85% of its services were delivered to Bernalillo County. In July 1977, the center and its budget were transferred to UNM and the program was administratively attached to the College of Pharmacy. Since then, the program has been committed to providing the same level of service to all New Mexico citizens 24 hours a day with a full-time, dedicated staff. The number of calls received by the Center has grown steadily over the years from 12,000 in 1977 to over 44,000 in 2007.

From the moment it was incorporated into the University, the New Mexico Poison and Drug Information Center has pursued compliance with all professional standards, especially the certification requirements of the American Association of Poison Control Centers (AAPCC). The quality of the Center, its staff and its services has resulted in its certification as a Regional Poison Center by AAPCC for six consecutive 5-year periods (the latest in 2005).

With the formation of the UNM Health Sciences Center (HSC) in 1994, it became possible for the Center to share faculty positions with other HSC units. The NMPDIC Director is shared with the UNM College of

Pharmacy and the Medical Director is shared with the UNM School of Medicine's Department of Emergency Medicine.

The NMPDIC consists of two telephone-based services – a poison information service and a drug information service. The goals of the poison information service are to:

- Provide expert, 24-hour assistance to the citizens of New Mexico during possible poisoning emergencies.
- Reduce the costs associated with poisoning by treating less severe exposures at home with Center guidance.
- Train healthcare professionals in the field of clinical toxicology.
- Expand knowledge in the field of clinical toxicology through an active research program.
- Prevent poisonings through toxicosurveillance, education, regulation, and collaboration with local, state and federal agencies.

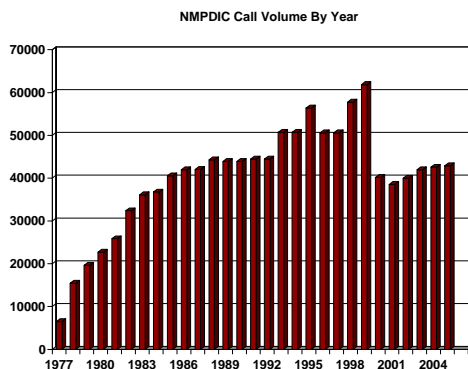
The goals of the drug information service are to:

- Provide individualized, accurate, relevant, and unbiased information to consumers and healthcare professionals regarding medication-related inquiries.
- Help train pharmacists to be drug information providers.

PROGRAM SUMMARY FOR FY07-08

The table below summarizes program performance parameters over the past five years. During this time period there has been steady improvement in all measures of program performance.

Program Performance Measure	FY03-04	FY04-05	FY05-06	FY06-07	FY07-08
Number of total calls	42,177	42,838	41,376	43,580	43,029
Number of drug information calls	12,366	13,754	13,001	14,093	13,959
Number of poisoning exposure calls	23,470	23,426	23,089	24,159	23,906
Number of poisoning exposures treated safely at home	15,177	15,669	15,582	16,759	16,481
Percentage of exposures treated at home	65%	67%	68%	69%	70%
Cost savings associated with home treatment (assuming each emergency dept visit costs \$362).	\$5.5 M	\$5.7 M	\$5.6 M	\$6.1 M	\$6.0 M
Number of students taught	142	109	88	108	94

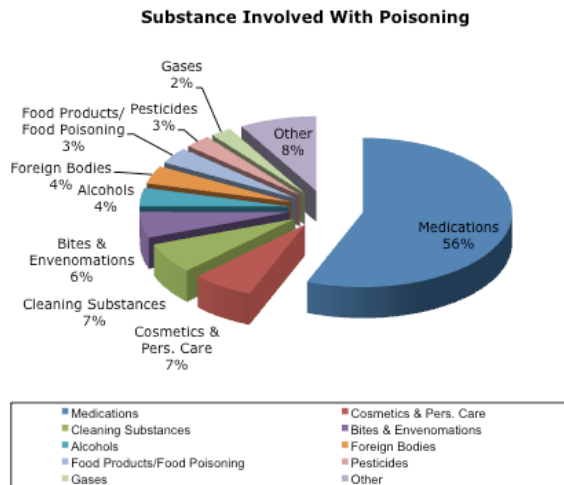


From July 1, 2007 to June 30, 2008, the Center received 43,029 calls for assistance. There were 13,959 drug information inquiries during FY07-08. Poisoning-related calls totaled 26,257 with 24,030 of these calls involving possible human poisonings. In 124 instances, further evaluation showed that the patient was not exposed to a poison. The map on the first page shows human poisoning calls by county.

The Center performs a risk assessment on each possible poisoning exposure. Each call results in the generation of a patient-specific treatment regimen, whether to the public, physicians, or to other healthcare professionals. The Center utilizes an extensive library of books, articles, and computerized information systems to provide the most current information available during poison treatment. With these resources, the Center can quickly identify and assess the acute toxicity of more than 1,000,000 commercial products.

All cases are monitored with follow-up telephone calls until the patient is clearly out of danger. The average poisoning case generates 3.5 follow-up calls.

Forty-three percent of the patients managed by the Center are preschool-age children. Medications account for 53% of the substances involved with poisoning, making it them the most common poisoning substance class. Seventy percent of the poisoning exposures were managed safely at home with Poison Center assistance. By treating patients in the home instead of the emergency



department, the cost of poisoning to New Mexicans was lowered by \$6 million statewide. In FY07-08, the Center also consulted on 2,351 animal exposures and responded to 1,048 requests for poisoning information. The NMPDIC provided over 2000 telephone consultations to healthcare providers. Three hundred of these consultations involved NMPDIC physician toxicologists directly discussing treatment options with care providers throughout our region. At the University of New Mexico Hospital, the NMPDIC clinical service performed bedside consultations on 115 patients.

The Center's staff is among the finest in the nation. All of the Pharmacist Specialists in Poison Information that have met the time-in-service qualifications for the AAPCC Certification Examination, have passed the exam with excellent scores, and two had the highest scores in the country during their examination years. The NMPDIC uses a computerized data collection system to collect and compile poisoning and drug information data. The data are used by the state and national agencies to enhance product safety, to target poison prevention efforts and to improve poison treatments. The NMPDIC has received AAPCC's highest ranking for quality data.

There were two important changes that occurred in FY 07-08. First, Dr. Steven Seifert joined the program as the NMPDIC Medical Director on July 1st, 2007. Dr. Seifert is board certified in Emergency Medicine and in Medical Toxicology. He served as the Medical Director of the Nebraska Regional Poison Center for six years before joining the staff of the New Mexico Poison & Drug Information Center. He has published over thirty peer-reviewed manuscripts and has extensive emergency medicine and teaching experience. He is a recognized leader in clinical toxicology, serving on the Board of Directors for both the American Academy of Clinical Toxicology and the American Association of Poison Control Centers. Within months of arrival Dr. Seifert had received several funded service and research projects and had re-vitalized a clinical toxicology bedside consult service with the University of New Mexico Hospital. Second, the NMPDIC implemented fully functional telecommuting capability by the end of FY07-08. The deployment of remote workstations will potentially allow greater flexibility in Specialist scheduling, enhanced quality of life for staff, reduced Specialist turn-over, and greater surge capacity during public health emergencies. Such flexibility is critical maintaining continuous service during inclement weather or during natural or man-made disasters.

The NMPDIC was involved with a number of collaborative public health efforts throughout FY07-08. During Poison Prevention week, the third week of March, the NMPDIC heavily promoted Vial of Life as part of its poison preparedness efforts. This program ensures that current medical information is available to emergency medical personnel by pre-positioning medical histories in prescription vials kept in standardized locations. In addition, the NMPDIC partnered with the UNM College of Pharmacy to expand poison prevention outreach by utilizing pharmacy students to conduct poison prevention throughout the state. This reporting period, 88 students were trained to deliver four poison prevention programs (pre-school, elementary, senior, parent/caregiver). By spring of 2008 students conducted 66 outreach programs and reached a total audience of 1,875. The NMPDIC offered downloadable course curricula and downloadable educational materials to Poison Center website users. The site can also track and report downloads by county making it easy to track public education efforts statewide.

In FY 2007-8 Ina Bawaya, Public Health Educator, participated in several statewide coalitions in order to network with other agencies and raise visibility of NMPDIC. These include the Planning Committee for the New Mexico Conference on Aging, which brings together leaders in senior organizations, seniors, and caregivers from throughout the state for three and one-half days of plenary sessions, workshops and educational sessions. Bawaya is on the Executive Committee of the Collaborative for Healthy Aging, a statewide group dedicated to bringing together organizations serving the elderly; the Adult Falls Free Prevention Coalition, an effort originated by the New Mexico Department of Health to help prevent falls in the elderly; and the New Mexico Injury Prevention Coalition.

The table below summarizes NMPDIC public education activity for this reporting period. Of note, ninety-seven percent of New Mexico counties now have penetrance levels above 7. This is the highest level of statewide awareness since the program was established.

Program Performance Measure	FY07-08
Poison prevention materials distributed	120,064
Poison programs coordinated	89
Media contacts/responses	11
Percentage of counties having acceptable national poison center utilization rates (>6 exposures/1000 people)	97%

Professional education efforts continued at a brisk pace. Within the University of New Mexico campus, the NMPDIC served as a 4-week teaching site for 50 pharmacy students, 17 medical residents, and 2 medical students. Fifteen pharmacy students completed a one-semester clinical toxicology course (PHARM 782) offered by UNM College of Pharmacy and taught by NMPDIC pharmacists and physicians. The NMPDIC served as a post-doctorate fellowship training site for two pharmacists during the fiscal year (Dr. Susan Kunkel and Dr. Mariya Farooqi). Various other health science students, including non-UNM medical students and nursing students from Pima Medical Institute, also spent time at the NMPDIC on educational rotations.

Over the next year, the NMPDIC plans to work on three initiatives. First, it will assist the New Mexico Department of Health in completing a state-wide hospital vulnerability assessment. This work will guide efforts to improve state-wide preparedness and surge capacities. Secondly, it will enhance professional education outreach to rural communities by providing a free on-site professional education program to every New Mexico hospital over the next three years. Thirdly, it will enhance the quality and quantity of research by creating collaborative research group with the Office of Medical Investigation, the Department of Emergency Medicine and the College of Pharmacy.