

ELDER-CARE: A CONSUMER DRUG EDUCATION PROGRAM FOR THE ELDERLY AND THEIR CAREGIVERS

Knowledge of medications, how they affect the aging patient, and proper handling and storage is a very important part of healthcare delivery for pharmacists, other health care professionals, patients and their caregivers. To provide your clients with helpful information tips, you can distribute ElderCare brochures through your agency or pharmacy counter. An ounce of precaution is worth a pound of cure!

IDEAL LOCATIONS TO DISTRIBUTE ELDER-CARE BROCHURES:

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| Pharmacy & grocery store drug counters | Nursing homes & rehabilitation centers |
| Charity organizations | Community organizations & service centers |
| Doctor's offices, hospitals & medical centers | Home health care agencies |
| Information and referral centers serving the elderly | Travel agencies |
| Senior housing and assisted living facilities | Adult day care centers |

PATIENT EDUCATION SERIES - BROCHURE TOPICS AVAILABLE

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| Aging and your Response to Medicines | Alcohol: Friend or Foe? |
| Consumer's Quick Reference to using Medicines | Eye Medicines |
| Health Care Record | Home Safety Issues: Poison Prevention for Older Adults |
| How to Select a Pharmacy & Pharmacist | Medicines and Travel |
| Know Your Medicines: Cholesterol | Know Your Medicines: Depression |
| Know Your Medicines: Diabetes | Know Your Medicines: Heart Failure |
| Know Your Medicines: High Blood Pressure | Know Your Medicines: Osteoporosis |
| MedMaIDE™ | Over-the-Counter Medicines |
| Personal Medication Record | Questions about Generic Medicines |
| The Caregiver's Guide to Using Medicines | Vitamin's Aren't Enough - A Nutritional and Vitamin Guide for Older Adults |

You can enhance the value of the service you deliver to your patients by providing useful and relevant education materials on geriatric medications. An informed patient is the best patient. An informed practitioner is the best kind of practitioner there is. Order your materials now. You may use the order form on the reverse side of this advertisement for your convenience.

The Peter Lamy Center of Drug Therapy & Aging is a professional center, which focuses on geriatric research, education and service. It is housed at the University of Maryland Baltimore, School of Pharmacy and sponsors research, education and service programs in geriatric pharmacy. It has the support of the University as well as other various sources including state and federal government agencies, private health care organizations, foundations and pharmaceutical industries. The center presents an annual conference for pharmacists and other health care professional, policy makers and representatives of the pharmaceutical industry and provides continuing education opportunities. Please contact the center to be added to your mailing list. You will receive a bi-annual newsletter, a conference brochure and other materials on our projects, as they become available. To obtain more information about the Peter Lamy Center and other products, please contact Crystal Weaver at (410)706-2434. Check out our web site at www.pharmacy.umaryland.edu/lamy.

Funds for the ElderCare Brochure series are administered by the University of Maryland, Baltimore.

The Elder-Care Brochure Series:
A Consumer Drug Education Program for the Elderly & their Caregivers

Order Form: Please Check Items in Box and Tally Your Order

| <u>Check Box</u> | <u>Description</u> | <u>Cost for Each Brochure</u> | <u>Quantity</u> | <u>Total</u> |
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| | Aging & Your Response to Medicines | \$.40 | | |
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| | Caregiver's Guide to Using Medicines | \$.40 | | |
| | Consumer's Quick Reference to Using Medicines | \$.40 | | |
| | Eye Medicines | \$.40 | | |
| | Home Safety Issues: Poison Prevention for Older Adults | \$.40 | | |
| | How to Select Your Pharmacy & Pharmacist | \$.40 | | |
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| | Health Records | \$5.00 | | |
| | MedMaIDE | \$5.00 | | |

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| <u>Tally Your Order Here</u> | Shipping Charges Determined Below: One Brochure = FREE 25-50 = \$4.00 51-100 = \$7.00 For each additional 50 brochures, add \$3.00 for shipping. | <u>Subtotal</u> = <u>Shipping</u> = <u>Total Cost</u> = |
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