

# FFF Enterprises Observes National Patient Safety Awareness Week

*With its 'Patients First' approach, the nation's largest distributor of critical-care biopharmaceuticals and industry leader in pharmaceutical supply chain safety, participates in National Patient Safety Awareness Week with an awareness campaign and safety tips, to empower patients to become involved in their own healthcare.*

March 9, 2008



ISSUED BY FFF Enterprises, Inc., Temecula, CA – [www.fffenterprises.com](http://www.fffenterprises.com)

FFF Enterprises, the nation's most trusted distributor of plasma products, vaccines and critical-care biopharmaceuticals announced today that it will participate in National Patient Safety Awareness Week (PSAW) with an awareness campaign and safety tips for patients everywhere. PSAW, which takes place this year from March 8th – 14th, (<http://www.npsf.org/hp/psaw/>) is a national education and awareness-building campaign for improving patient safety at the local level. Educational activities are centered around showing patients how to become involved in their own healthcare.

One of FFF Enterprises primary goals is to positively impact the safety of America's pharmaceutical distribution system. With its "Patients First" philosophy that guides every decision it makes, FFF has made the uncompromising decision to purchase only from the manufacturer and sell only to certified healthcare providers to secure the chain of custody, protecting patients from counterfeit risks inherent in secondary and gray market channels. FFF has also created a system to track this chain of custody, verifying each product's pedigree.

"Many patients do not realize that they have a right to ask for the pedigree – the exact lineage – of the pharmaceutical product they receive," states Patrick M. Schmidt, chief executive officer, FFF Enterprises, Inc. "Our Verified Electronic Pedigree™ (VEP) system electronically displays the chain of custody for every product that passes through our care." With counterfeit products on the rise, patients and their healthcare providers need to take extra precautions.

Now in its 21st year and with a perfect safety record, the company recently unveiled its best practices model – The 8 Critical Steps to Guaranteed Channel Integrity™. "We are creating a standard for safety and excellence that we hope will continue to have a positive influence on the industry as a whole," continues Schmidt.

In encouraging patients to proactively manage their safety concerns, FFF Enterprises recommends a "take charge" approach. A few suggested tips include:

- Request the pedigree of your pharmaceutical product from your healthcare provider.
- Ask your hospital or healthcare professional about patient safety, and how communication and partnership between you and your providers can be improved.
- Talk with your healthcare providers about where they buy their drugs and ask if they follow "own use" policy.
- Ask your pharmacist if the pharmacy has a policy of not dealing in the secondary wholesale market.
- Call your doctor if you experience new or different side effects from those you've had previously or that are disclosed on the drug's packaging.
- If a drug is either not effective or stops being effective, return it to the pharmacy.
- Examine your product's packaging: Is it clean and sealed? Look closely at the preciseness of the labeling. ➤



## About FFF Enterprises, Inc.

FFF Enterprises, Inc., a privately held corporation, is the largest and most trusted distributor of plasma products, vaccines and other biopharmaceuticals in the U.S. Founded in 1988, FFF is celebrating its 21st year with more than a billion dollars in annual sales and a flawless safety track record. FFF's Guaranteed Channel Integrity™ ensures that products are purchased only from the manufacturer and shipped only to healthcare providers, protecting patients and manufacturers from counterfeit risks and pricing irregularities inherent in secondary and gray market channels. FFF's proprietary technologies, Verified Electronic Pedigree™ and Lot-Track™, provide verification of this secure channel. FFF's MyFluVaccine (www.MyFluVaccine.com) has revolutionized the flu marketplace, offering a dedicated flu vaccine supply, delivered to customers on the date of their choosing, and offering certainty in a volatile market segment. FFF's ability to move rapidly in a dynamically changing marketplace allows the creation of new opportunities for customers through innovative vehicles for distribution.

