

FFF Enterprises Observes National Patient Safety Awareness Week

The nation's largest distributor of critical-care biopharmaceuticals announces its participation in National Patient Safety Awareness Week. The company will launch a multifaceted campaign aimed at empowering patients to become involved in their own healthcare.



TEMECULA, CA

FFF Enterprises, the nation's most trusted distributor of plasma products, vaccines and critical-care biopharmaceuticals announced today that it will commemorate National Patient Safety Awareness Week (PSAW), March 5 through 9, 2012, with a multi-faceted safety awareness campaign. Now in its 24th year with a flawless supply chain safety record, FFF is known for making patient safety and education a priority.

"We have always recognized that at the end of every business transaction there is a patient waiting for the product," states Patrick M. Schmidt, chief executive officer, FFF Enterprises, Inc. "The commitment we've made to set the highest standards for product quality, safety and distribution is fueled by our company mission: helping healthcare care."

FFF's website features helpful safety articles covering industry hot topics such as how to avoid medication misuse and best practices in supply chain safety. FFF is also sending a patient safety communication to its IG Living magazine subscribers to provide helpful tips for patients living with chronic illnesses. Additionally, the company will be launching a week-long Facebook campaign on its IG Living fan page that includes topical discussions, videos and informative links for patients and healthcare providers.

FFF is a well-respected publisher of two award-winning magazines focused on healthcare issues. IG Living is the only magazine dedicated to patients living with immune deficiency and their healthcare providers, and BioSupply Trends Quarterly (BSTQ) is a content-rich resource for timely information impacting the biopharmaceutical marketplace. Not surprisingly, the theme of the upcoming April 2012 issue of BSTQ is "Safety."

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Feature articles in this issue include Counterfeit Meds: Detecting and Defeating the Threats; Daunting Safety Dangers in the Healthcare Workplace; and Drug Shortages: A "Tsunami" Medical Crisis.

PSAW is a national education and awareness-building campaign sponsored by the National Patient Safety Foundation. The campaign aims to improve patient safety at the local level through the sponsoring of educational activities that encourage patients to become involved in their own healthcare. For more information, visit www.npsf.org.

About FFF Enterprises, Inc.

Temecula-based FFF Enterprises is the largest and most trusted distributor of plasma products, vaccines and other biopharmaceuticals in the U.S. Founded in 1988, FFF is now in its 24th year with more than a billion dollars in annual sales and a flawless safety track record. FFF has taken a leadership position in regards to supply chain safety and innovation, setting new standards and pioneering industry firsts. FFF's commitment to Guaranteed Channel Integrity™ ensures that products are purchased only from the manufacturer and shipped only to healthcare providers, with additional steps taken to safely store, handle and ship products to ensure patient safety is never compromised. FFF's proprietary systems, Verified Electronic Pedigree™ and Lot-Track™, provide verification of this secure channel, and FFF's MyFluVaccine (www.MyFluVaccine.com) and VaxAmerica (www.VaxAmerica.com) are revolutionary vaccination programs that have added a new level of safety, convenience and reliability to both healthcare providers and consumers.

