



InfantRisk Center Mobile App

On the go and in the know.

Thomas W. Hale, Ph.D.

InfantRisk Center Mobile Application:

- The InfantRisk Center Mobile Application gives health care providers a fast, convenient way to access evidence-based information about medications and their safety for pregnant or breastfeeding patients.
 - More than 4.3 million women give birth in the U.S. annually. Of these women, 77 percent will initiate breastfeeding; most will use medications during lactation.
- App Features:
 - Reliable safety ratings and other information on more than 20,000 drugs, syndromes and other products
 - Search capabilities that allow users to enter product name and/or sor by category to obtain product safety information and indicate if that product is safe for use
 - Major lists of appropriate drugs for pregnant and breastfeeding mothers for various conditions (headache, nausea, allergies)
 - Easily-accessible recalled product information with push notification ability
 - Notification of drug alerts and special hot topics in this field
- The app is based on *Medications and Mothers' Milk*, written by Thomas W. Hale, R.Ph., Ph.D., one of the world's leading experts in perinatal pharmacology.
- Dr. Hale has spent 25 years developing a

database of evidence-based information on the interaction of thousands of medications and their affect on babies in the womb and during breastfeeding.

- Available on iTunes and Android Market, it is compatible with the Android, Apple iPhone and iPod Touch. Cost is \$29.95 per year.
- A 2011 survey of more than 300 U.S. health care professionals, 90 percent of whom provide health care advice for pregnant and/or breastfeeding women, revealed half own smartphones.

The InfantRisk Center:

- The center strives to educate health care providers and the general public to reduce birth defects and create healthy breastfeeding relationships.
- The center's highly-trained staff provides current, evidence-based information about the use of medications during pregnancy and breastfeeding.
- The TTUHSC InfantRisk Center, based in Amarillo, Texas, maintains an international call center from 8 a.m. to 5 p.m. on weekdays.
- Since opening, the center has received more than 5,000 calls from physicians, lactation consultants and mothers.
- For more information about the InfantRisk Center, visit www.infantrisk.com or follow @infantrisk on Twitter.



From here, it's possible.