

**Case sensitivity for Generic and Brand names**

1. The current ISMP website only recommends Generic in all lower case and Brand in all upper case for medication labels in acute-care settings. There are no current recommendations for electronic prescribing on the ISMP website. (1) (2)

- a. The current ISMP website posts: "These guidelines may need to be adapted to take into account ongoing technological advances as well as emerging medication safety information".
- b. The ISMP recommendation for electronic records presented by nursing informatics in the meeting on May 20, 2010 is from an ISMP DRAFT written in 2003 for safe electronic communication of medication orders. There are no official recommendations for electronic prescribing on the ISMP website today. Most closely related are the 2010 guidelines for standard order sets, which does not include a recommendation for all lower case generic drug name or all upper case for brand drug name nomenclature. (3) (4)

2. Majority of manufacturers label their medications with the generic name in all caps or in title case. There is a very small percentage that follow generic in lower case and brand in upper case.

Random sample	Generic name
all lower case	22% (14)
ALL UPPER CASE	40% (25)
Title case	38% (24)

Random sample	Brand name
all lower case	0% (0)
ALL UPPER CASE	33% (7)
Title case	67% (14)

3. The 2003 draft excludes all lower case generic name nomenclature when tall-man lettering strategy is used.

- a. There are 21 drugs out of roughly 1165 drugs on CPOE medication formulary that will use tall-man lettering (1.8%)
- b. Majority of manufacturers (Random sample 82%) label drugs with tallman lettering in Title case (see example of PredniSONE, HydrOXYzine, GlipiZIDE, CefTRIAXONE). (5)

4. Majority of the medications dispensed will not have a pharmacy label (6)

- a. The medication label is only applied to 17% of medications dispensed from the pharmacy. The remainder (83%) only has the label applied for the first dose; the other doses are dispensed in the cartfill where there are no medication labels.
- b. In addition, medications removed from pyxis and floor stock are not labeled with the pharmacy label

5. The same 2003 ISMP draft also states the electronic medication record should match all unit dose package labeling, an unattainable goal still 7 years later.

6. eMAR

- a. When the BRAND name is in all caps, it appears as most important. On the contrary, the Generic name must be the primary focus because the Generic name is on all packages, the Brand name only displays if it is purchased. (7) (8)
  - a. Products ordered with only a Generic name 68%
  - b. Products ordered with Generic and Brand 32%
- b. The medication label can be displayed in title case for Generic and Brand so that it will match what is entered in CPOE and what is displayed on the eMAR.
- c. The generic name will always be listed first followed by the brand name which will always be in Parentheses in CPOE, Rx, eMAR. Clearly distinguishing the brand name from the generic name i.e. Pantoprazole (Protonix)