

Medication Without Harm



WHO Global Patient Safety Challenge



Medication Safety Webinar

Save the date

Medication Safety for Look-alike, Sound Alike Medicines

Friday, 20 October 2023

14:00 – 15:30 CEST

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- Medication errors are a leading cause of patient harm globally. Look-alike, sound-alike (LASA) medicines are a well-recognized cause of medication errors that are due to orthographic (look-alike) and phonetic (sound-alike) similarities between medicines, which can be confusing.
- Look-alike medicines appear visually the same with respect to packaging, shape, colour and/or size, while sound-alike medicines are similar in the phonetics of their names, doses and/or strengths. Confusions can occur between brand-brand, brand-generic or generic-generic names.
- Organizations need to prospectively design and implement strategies to identify LASA medication errors and build a robust system that intercepts them before they result in patient harm.
- At this webinar, we will launch the **WHO publication “Medication Safety for Look-alike, Sound-alike Medicines”**, as part of the *WHO technical series on “Medication Safety Solutions”*. Preventive strategies that can be implemented by healthcare professionals and organizations will be discussed on how to prevent LASA errors to reduce the risk of medication-related harm.

