

The Georgia Poison Center 2010 Annual Report



Georgia What is the Georgia Poison Center



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**Exposure** Information Public Health Education

## Image Results - Georgia Poison Center



### Georgia Poison Center - 1.800.222.1222

As one of the busiest poison centers in the country and the only one in Georgia, we receive over 300 calls a day from physicians, emergency medical personnel, and concerned parents/caretakers. Once connected to our staff, callers receive confidential advice on poison diagnosis, treatment, and monitoring. It is our goal to provide stable and continuous delivery of quality poison center services to Georgians. Our aim is to provide prompt and accurate poison information to those who access our services. Our mission calls for us to educate the residents of Georgia in the areas of poison prevention and first aid. For health-care professionals, our goals are ongoing training in the areas of clinical toxicology, poisoning epidemiology, poison prevention, emergency preparedness and toxicological diagnosis and care.

In 2010, the Georgia Poison Center handled over 100,000 incoming calls on our poison emergency hotlines.

- 80,280 calls were due to a human poison exposure
- 6,565 calls were due to an animal poison exposure
- 21,799 calls were for general poison information (i.e. drug identification) interaction)
- 50% of calls involved children under the age of 5
- 86% of calls were effectively treated at home without being referred to a healthcare facility.
- We placed 52,660 call-backs to make sure the patient was okay.
- We received 21,445 calls from other healthcare professionals for recommendations involving poisoned patients in their care.



how to compete with the Internet

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## <u>Using the Internet Wisely - www.georgiapoisoncenter.org</u>

Over the past ten years the Internet has become a vital part of our everyday lives offering a wealth of information on varying topics and connecting the world via our fingertips. Although a valuable tool when used correctly, the concerns regarding self-diagnosis and treatment of medical conditions can become an issue with significant ramifications. This is not to say that a person should not research their condition to gain additional knowledge on what they are experiencing with their own body, but the substitution of sound medical advice for self-guided treatment of any condition is potentially dangerous. This is especially of concern in situations regarding potential poisonings where time is of the essence.

With information so readily available, how does a poison center compete with the Internet? The answer is simple, we can't and we don't want to. The wealth of knowledge and expertise in the area of poison diagnosis and treatment possessed by the staff of the Georgia Poison Center will always trump any search engine result. The difference between us and the Internet is that we use humans, not algorithms. We're able to obtain specific circumstances surrounding the poisoning event which is unique to each caller and pair this information with years of education, experience, and extensive resources to individualize recommendations for their correct diagnosis and treatment.

In 2010, we began to offer our services in non-traditional formats to appeal to a generation who prefer search engines over human interaction via telephone. By offering poison treatment information via instant messaging and email, we sought to use the Internet as a platform for the residents of Georgia to access our free life-saving advice. We have been very pleased thus far with the public's response to our latest offerings and hope to continue to meet their access needs as technology advances. Remember, the Georgia Poison Center is still a call away, and now, we are also just a click away.

The Internet is a powerful tool, use with caution when lives are at stake.



how does the Georgia Poison Center compare

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## Internet vs. Georgia Poison Center

	Internet	Georgia Poison Cente
Available 24/7/365	<u>X</u>	<u>X</u>
Free	<u>X</u>	<u>X</u>
Anonymous	<u>X</u>	<u>X</u>
Immediate Response	<u>X</u>	<u>X</u>
Treatment advise from a LIVE Doctor, Nurse, Pharmacist		X
Patient Follow-ups		<u>X</u>

#### **Available 24/7/365**

The Georgia Poison Center is staffed by highly specialized staff 24 hours a day, 7 days a week, 365 days a year to answer your poison related inquiries.

### **Free Service**

The Georgia Poison Center relies heavily on funding provided by the federal and state governments to provide free life-saving services to its callers. We save lives, as well as time and money by preventing many unnecessary trips to the emergency room.

### **Confidential Information**

All information you provide to the Georgia Poison Center is kept confidential. No one should feel uncomfortable or embarrassed about using our services. We're here for you.

### **Personalized Treatment**

Instead of filtering through an infinite number of search results, the skilled staff of physicians, pharmacists, and nurses provides you with the correct diagnosis and treatment specifically designed for your situation. We get it right, the first time.

### **Patient Follow-ups**

Unlike the Internet, we follow up with our callers to ensure that patient care is optimized. We are committed to provide quality care for every case we handle.



how to treat a poisoning

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## How To Treat A Poisoning - 1.800.222.1222

There are countless ways to answer this loaded question. Factors to consider include: a person's age, weight, the substance involved, and the amount exposed to. Additionally, were there any other substances involved? Is the person currently taking any other medication? What health conditions are present? How long ago were they exposed? And the list goes on. Last year, the Georgia Poison Center received 86,845 calls involving potential poisoning and each one of these cases were different. While many patients are exposed to similar products or substances, each were handled uniquely. Similar to fingerprints, no two cases are assessed and handled exactly alike. The knowledge base and the experience of the Specialists in Poison Information who handle these cases cannot be underestimated. There is NO substitute for the clinical expertise of this type of individual.

Search engines simply can't identify the differences that exists among us. For a poison emergency, are you willing to leave it all to chance? Are you feeling LUCKY today? With time being the most important factor in assessing and devising a treatment plan, chancing it is simply NOT an option. Our specially trained staff of physicians, pharmacists, and nurses work tirelessly around the clock providing you with prompt and accurate treatment recommendations when you need it.

Can an algorithm provide you with the same level of expertise? We think NOT.



what if

X

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# **Image Results - Georgia Poison Center Directors**





Gaylord P. Lopez, PharmD, DABAT

Robert J. Geller, MD, FAAP, FACMT

### Georgia Poison Center - 1.800.222.1222

What if...?

Do you view your glass half empty or half full? Depending on your outlook on life, "What If" may very well be two of the most feared words to ever start a sentence in the English language for you. Contemplate the following:

- -What if...I miss my connecting flight?
- -What if...the "test" results come back positive?
- -What if...I lose my job?

Clearly, some of us would be affected more by a particular response to one of the aforementioned questions than others would. Now, consider the following: What if...there was not a poison center to call in the event someone had a poison emergency or had a drug related inquiry? In our state, we would have to ask that question over 300 times daily. There is no question in my mind that ALL of us would be affected one way or another if this were to be true. This once far-fetched notion is now making its way into daily conversations Directors such as myself are having. But why? Why is this threat becoming more factual rather than fictitious? Lawmakers and politicians will simply tell you there just isn't enough money to fund this service. My colleagues and I are quick to point out that it's more about SAVING money (and lives) than it is about spending money on our services.



the value of a poison center



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## Georgia Poison Center Saves Money - 1.800.222.1222

Consider the following:

- For every \$1 invested in poison center services, up to \$16 in total health care dollars are saved.
- Savings come by way of preventing unnecessary emergency department and physician office visits and by decreasing the number of hospital days a patient is admitted for. (Last year alone, 84% of the poison exposures we handled were managed at home rather than in an emergency room or doctor's office).
- The Institute of Medicine and Congressional Budget Office reports detail the
  efficiencies of the poison center network and the costs savings realized when the
  network is intact.

Despite the undeniable and documented value poison centers provide, the battle for funding remains the number one priority for centers across the United States. Although economic times are tough (when are they not?), it's clear that the fight for funds is one worth waging. Let's face it ... is it ever a good time to ask for money from a lawmaker? If we don't ask to be heard, they won't come looking for us...simple.

For those of us in the business of delivering poison information throughout the United States, we believe that poison centers plays a key role in ensuring public health well-being. We see ourselves as a major player in the healthcare delivery system that requires secured and continued funding streams. We are fortunate in Georgia that our public health colleagues in addition to our elected officials believe that the Georgia Poison Center is a good thing for Georgians. They have put their money where their mouths are in validating this belief.

We at the Georgia Poison Center will continue to fight for our place in the state budget, yearly if we have to. We will continue to strive for efficient, cost-effective delivery of poison information to every Georgian. We will continue to do these things and more, because it's the right thing to do. We want to avoid at all costs, starting the next sentence with the words...What if...??



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## Georgia Poison Center Services - 1.800.222.1222

- Poison Emergency Hotlines (human and animal)
- Rabies Treatment Information
- Occupational and Environment Toxicology Information
- Post Graduate Medical/Clinical Toxicology Training
- Pharmacological Training
- Advanced HazMat Life Support Training
- Blast and Burn Injury Training
- **Advanced Radiation Training**
- Fundamentals of Mass Casualty Care
- Radiation Detector Training
- Hospital-based Decontamination Training
- Community-based Poison Prevention Instructor Training
- Poison Prevention Lectures
- And more...





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## Poisonings in Children - 1.800.222.1222

Simply put, YES! In 2010, 50% of our human exposure calls involved children under the age of five. We were able to effectively advise 92% of these callers as to how to treat their child at home, giving them peace of mind, saving time and money by avoiding an unnecessary visit to the Pediatrician's office or the Emergency Room. There is a tremendous amount of stress on a parent when they learn their child has gotten into something mistakenly. By contacting the Georgia Poison Center first, we were able to calm their fears and help them through this scary ordeal.

## Top 10 Substance Children Were Exposed To - 1.800.222.1222

Last year, we received nearly 40,000 emergency hotline calls concerning children under the age of 5. Why children? They're inquisitive and very mobile at this age. They want to learn more about their surroundings and they can do it in a blink of an eye. Although most parents are very meticulous in ensuring their homes are safe, kids at this age are quite persistent! Listed below are the items we most frequently got called about in 2010.

Cosmetics/Personal Care Products Household Cleanina Substances Analaesics (pain relievers) **Antihistamines** Cold and Cough Medicine **Antimicrobials** Cardiovascular Druas **Deodorizers Dietary Supplements** Alcohols



Be sure to keep these, and all items not suitable for children, out of their reach.



Georgia I just got bit by a stray dog



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### Rabies Treatment - 1.800.222.1222

The Georgia Poison Center works closely with the Georgia Department of Community Health, Division of Public Health, to provide public health programs to the citizens of Georgia. One such program calls for us to respond to animal bite inquiries and assess the potential for rabies. We are the official statewide resource for the provision of individualized treatment and prevention advice for these types of calls.

In 2010, the Georgia Poison Center consulted on 1,816 animal bite cases. Dog and cat bites calls accounted for 64% of calls, while raccoons and foxes another 4%. Of the total cases, 33% were recommended to received the rabies vaccine.

This type of service is not normally associated with a poison center, but has proved vital within our state. Over the last decade, the Georgia Poison Center has responded to almost 19,000 calls regarding rabies exposures.



how can I prevent poisoning



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## Poison Education - 1.800.222.1222

The Georgia Poison Center Education staff works diligently to develop and implement programs and strategies to educate Georgia residents about poison prevention and to raise awareness of the services provided by the Georgia Poison Center. In 2010, our education efforts included classroom presentations, health fairs participation, educational materials distribution campaigns, and coordination of the following training programs:

- Instructor Training Program (ITP) for safety advocates
- Advanced Hazmat Life Support course for first responders and healthcare professionals
- Explosion & Blast Injuries course for first responders and healthcare professionals

Through these educational efforts, we have reached all 159 counties in Georgia. We educate satellite partners on the importance of preventing poisonings in their communities and how to conduct training of their own.

In 2010, we saw a peaked interest in courses provided the Georgia Poison Center to fellow healthcare professionals. By providing advanced level training in emergency preparedness, we are better able to equip healthcare institutions with the correct skill set on treating patients in emergent situations.

For more information about our community outreach activities and training programs, or to request a speaker or educational materials, you may contact our education department at 404-616-9235.



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# **Our Company**

### **Georgia Poison Center**

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### **Our Executive Staff**

### **Director**

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### **Assistant Director**

Stephanie L. Hon, PharmD

### **Medical Director**

Robert J. Geller, MD, FAAP, FACMT

### **Associate Medical Director**

Brent W. Morgan, MD, ACMT

### **Assistant Medical Director**

Ziad Kazzi, MD, ACMT