

Bayer launches SafeTrack, to mark International Patient Safety Day

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SafeTrack is an easy, quick and convenient online platform that allows patients, their friends or family, caregivers and healthcare professionals to report adverse events



On International Patient Safety Day, Bayer's Pharmaceutical division in India (Bayer Zydus Pharma), announced the launch of SafeTrack, a quick, simple and convenient adverse event reporting tool for the public. International Patient Safety Day is an initiative by the German Coalition for Patient Safety, and calls for all stakeholders in health care systems to work together to improve patient safety. As a leading pharmaceutical company, patient safety is one of Bayer's core values, and the launch of SafeTrack demonstrates Bayer's commitment to ensuring the safety of current and future patients and consumers.

Consequently, Bayer is committed to advancing health literacy as patients who are actively engaged in their own healthcare are more likely to stay healthy and manage their conditions. Bayer staff, healthcare professionals and the public of all ages play a key role in ensuring the optimal use of medicines around the world.

Throughout the years, Bayer has developed an array of tools and platforms for patient safety – work is currently being undertaken to implement an artificial intelligence- based solution to augment drug safety data management. The aim is to increase efficiency to tackle the growing volume of received adverse event reports. The system helps to extract necessary data and classify it accordingly, improving patient safety through the identification of adverse drug reactions.

Bayer's new web-based tool, SafeTrack allows for the easy, quick and convenient reporting of adverse events. The tool balances the need to capture comprehensive data against ease and speed of use and is available in eight different languages.