

WAY 19

Natural Standard The Authority on Integrative Medicine

Natural Standard provides high-quality, evidence-based information about complementary and alternative medicine including dietary supplements and integrative therapies. Consolidated safety and efficacy data is available in an easy to use on-line decision support tool NaturalStandard.com. Professional and consumer information helps you counsel with confidence.

President & CEO: Catherine Ulbricht, PharmD

Founded: 2000

Employees: Hundreds of contributors worldwide

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Natural Standard
The Authority on
Integrative Medicine

Company Background

Natural Standard was founded by clinicians and researchers to provide high quality, evidence-based information about complementary and alternative medicine (CAM) to healthcare facilities and academic centers. Natural Standard includes contributors from hundreds of eminent clinical and research institutions. Natural Standard uses the most up-to-date, comprehensive systematic review methodology available. Rigorous fact-checking and multiple rounds of blinded multidisciplinary peer review are employed to assure information is accurate and unbiased. Natural Standard is the trusted resource of thousands of hospitals, government agencies, universities, manufacturers and retailers worldwide.

Product Overview

More than 1/3 of patients use CAM, yet many patients do not disclose their use of supplements or complementary modalities (e.g., chiropractic, acupuncture) because they doubt their healthcare providers' professional knowledge of the subject. The Natural Standard Professional Database helps promote a patient centered care model by providing high quality information on these therapies including statistical analysis of available clinical trials. Natural Standard offers patient handouts and comparative efficacy charts to aid clinicians, open lines of communication, and encourage patients to actively participate in their healthcare. Natural Standard helps providers obtain complete patient medication history profiles, which lead to better adherence to treatment regimens, patient awareness of health risks, and positive health outcomes. Healthcare organizations gain unique market advantage having this resource as evidenced by the growing number of integrative medicine centers within hospitals and retail pharmacies.

Product Specifications

- Encourage Shared Decision Making
- Elevate Health Risk Awareness
- Reduce Adverse Events
- Reconcile Longitudinal Medical Records
- Conduct Interactions Screening
- Increase Treatment Regimen Adherence
- Raise Patient Satisfaction
- Improve Health Outcomes

Natural Standard Consolidates Evidence

■ Evidence Grades (A-F)

- Effectiveness Summaries

■ Interactions

- Pharmaceutical / OTC Drugs
- Foods / Nutrient Depletions
- Dietary Supplements
- Diagnostic Tests / Labs

■ Precautions / Contraindications

- Allergies / Adverse Effects
- Post Market Surveillance
- Overdosing / Mega-dosing
- Pregnancy and Lactation

■ Toxicology

- Adult and Pediatric

■ Mechanism of Action

- Pharmacology / Pharmacodynamics / Kinetics

Testimonial

"The best and most authoritative web site available on herbal medicines."

— The World Health Organization (WHO)

Features

Natural Standard Continuing Education Courses

Natural Standard is recommended by the American Academy of Family Physicians (AAFP) for evidence-based CME designation. The American Pharmacists Association (APhA) has identified dietary supplements and alternative medicine as one of the most sought after educational topics due to the lack of formal training on natural products in core curricula and high utilization rates. Natural Standard provides evidence-based courses meeting the credit requirement needs of all medical professionals. Programs can be taken in real time during daily workflow. Students and other users may take courses for training purposes without generating credit certificates.

Additional Product Modules

Natural Standard Patient Online brings trustworthy, evidence-based, personalized prevention tools to patient education centers and hospital websites. Natural Standard wellness libraries are available in English, French and Spanish. Coverage spans more than 3,000 medical conditions including diabetes, cancer and cardiovascular disease. More than 1,500 integrative medicine topics including herbs, vitamins, supplements, diets, exercise, and CAM modalities (chiropractic, acupuncture, etc.) are available at your fingertips. Health centers are organized by patient demographic. More than 40 engaging health and wellness tools and calculators including interactions and nutrient depletions checkers, symptom identification, body mass index, ideal body weight, and waist-to-hip ratio among others. Newsletters, webinars, audio/podcasts, blogs, and social media are included. All patient materials can be downloaded, printed, and emailed.