

Brief Bio

For 25 years, Mark Neuenschwander of Bellevue, WA has been a thought leader in the field of medication-use technology. He was a leading voice in persuading the FDA to require bar codes on all immediate drug containers. Via research, writing, consulting, and conferences, he was a catalyst in moving America's hospitals to adopt bar-code verification technologies at the point of care.

Neuenschwander was the tenth recipient of the Institute for Safe Medication Practices' Lifetime Achievement Award.

Today, he extends his influence as founding director of THRIV—a patient-safety coalition advocating for accuracy in IV preparation. His mission centers on promoting universal implementation and consistent utilization of proven IV-workflow and bar-code-driven safety technologies in America's hospital clean rooms and compounding pharmacies.

An engaging communicator and insightful consultant, Neuenschwander has served clients across the United States and throughout the world in Canada, Australia, Europe, and Asia.

Expanded Bio

Mark Neuenschwander

In 1992, after a twenty-year tenure as a Christian minister, Mark Neuenschwander embarked on an exciting change of career. Applying his research and communication skills to the field of dispensing automation for hospital pharmacy, Mark quickly became known as a valuable "go-to" resource for those trying to piece together the medication-use automation puzzle.

His firm, The Neuenschwander Company, was incorporated in 1993. Under the banner of Hospital Reports, he began publishing the industry-acclaimed report entitled *From the Pharmacy to the Nurse: A review and assessment of automated dispensing technologies*. In reviewing this report, the American Journal of Health-System Pharmacy said: "The manual is a must for decision-makers contemplating drug distribution automation for the first time or considering automation changes, add-on, or upgrades." Thousands of healthcare decision makers have utilized Neuenschwander Reports, including *To the Bedside: A Review of Bar-Code Point of Care Solutions* and most recently, *In the Clean Room: A Review of Technology-Assisted Sterile Compounding Systems in the US*.

While research and reporting make up the core of Neuenschwander's

business, the bulk of his business involves presenting information and insight via lectures and consulting services. He has addressed numerous seminars on pharmacy dispensing automation and bedside bar-code technologies to professional societies throughout North America and Europe at ASHP, ASCP, NWDA, and NPSF meetings and at state and local societies, as well as group purchasing organizations and other entities.

Neuenschwander was a leading advocate and activist for promoting the FDA to require barcodes on all immediate medication packaging. In 2002, he testified before the FDA on proposed regulations related to barcode labeling of medications.

His consulting services have been engaged by hospitals, large and small, including The Cleveland Clinic Foundation, City of Hope, Overlake Hospital, Washoe Medical Center, Queen of Peace, Salinas Valley Memorial Health System, Vancouver Island Health Authority South and countless others.

Drug companies, drug wholesalers, pharmacy management companies and many automation vendors in the US regularly engage Neuenschwander's consulting services. At the same time, Neuenschwander remains independent of and un beholden to these entities. He maintains a commitment to and a proven track record in staying unbiased in his reporting on the industry and its offerings.

Neuenschwander has published articles in numerous journals including AJHP, Hospital Pharmacy, HealthCare Informatics, Pharmacy Purchasing & Products, to name a few. His blog entitled, "I've been thinking..." is read each month by thousands. He is frequently interviewed by healthcare publications including Pharmacy Practice News, Drug Topics, AJHP, and many others. He also contributed the chapter on "Dispensing Automation and Medication Errors" for Michael Cohen's *Medication Errors*—the textbook considered by the hospitals around the world to be the Bible on the subject. He also penned a chapter for the HIMSS award-winning book *The Impact of Information Technology on Patient Safety*, entitled "The Role of Automated Dispensing Technology in a Safe Medication Use Process."

Neuenschwander is considered by many to be the leading resource and authority in the world on dispensing automation, bar-code point-of-care systems, and bar-code assisted medication preparation systems for hospitals.

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