

What Your Law Firm Can Learn From Negligent Drug Companies

According to the Department of Health and Human Services, nearly half of all American regularly take at least one prescription medication, and one in six take three or more drugs regularly to treat a variety of conditions. (Source: DrugWatch.com)

In the first half of 2010, nearly 300 prescription drugs had been recalled. Though prescription medications are evaluated by the Food and Drug Administration (FDA), some individuals experience adverse reactions resulting in serious illness and seek punitive damages for medical bills, pain and suffering.

Annually, nearly 32,000 people die due to adverse reactions to prescriptions drugs.

"We've seen a trend where the last four years are among the top five for the most number of drug recalls since we began tallying recalls in 1988," Bowman Cox, managing editor of the Gold Sheet, told CNN. "That's a meaningful development." (Jorgen Wouters, walletpop.com)

According to WorstPills.com each year:

- Over 28,000 cases of life-threatening heart toxicity occur from a commonly used digitalis
- 41,000 older adults are hospitalized; 3,300 die from ulcers caused by NSAIDs
- 16,000 injuries occur from automobile accidents which are attributable to the use to psychoactive drugs
- 32,000 older adults suffer from hip fractures attributable to drug-induced falls
- Nearly 163,000 older American suffer from serious mental impairment caused or worsened by drugs
- Drug-induced Parkinsonism has developed in 61,000 older adults due to the use of antipsychotic drugs.

Each year, more than 9.6 million adverse drug reactions occur in older Americans adults which means every hour, another elderly person faces a life threatening illness from a drug-related reaction. **Many, however, do not report their reactions to doctors because they associate their illness with age, or unrelated illnesses.** (Source: worstpills.com)

Those who are affected, both family members and patients, that are unaware are unable to seek a proper settlement for the hardships they've endured.

The key to awareness is ensuring your law firm is a top Internet resource in alerting the public of drugs immediately after they are recalled.

Maintaining up-to-date information on your [law firm's website](#) is imperative when raising awareness about these drugs.

In order to do so, you must have access to your site 24 hours a day, 365 days a year, without the hassle of contacting a web developer to make changes. Strengthening your firm's Internet presence will build

your law firm's credibility *and* improve your [search engine ranking](#). When people are looking for a solution, you want your law firm to be top-of-mind when they are searching for a resource.

What has been your law firm's most effective avenue in alerting the public of drug recalls?