

Contraception Knowledge Centre launched on EPG website for doctors

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EPG Health Media, specialists in e-communication solutions and digital publishing for the health sector, today announced the launch of a new interactive contraception knowledge centre on EPG Online (<http://www.epgonline.org>), its web-based medical education resource for Healthcare Professionals (HCPs).

The launch of the contraception knowledge centre in the UK coincided with the Family Planning Association (FPA) Contraception Awareness Week, which takes place each year during the week of St. Valentine's Day. The 2009 theme was 'Finding the Perfect Partner', which focused on working with HCPs to help women find the right contraception for their individual needs and preferences.

Worldwide, 38% of pregnancies are unintended (80 million unintended pregnancies each year), resulting in about 42 million terminations per year.[1] HCPs play a vital role in helping women understand the basic facts about fertility and making choices about planning or preventing pregnancy. EPG recognises the need to support HCPs in this role.

The EPG contraception knowledge centre is designed to help general practitioners, nurses and other healthcare workers in the UK to communicate with patients about contraception needs and ensure the patient is able to make an informed and considered choice. Detailed information is provided on all methods of contraception currently available, including hormonal and non-hormonal methods for women, male contraception, emergency contraception and surgery. Content also includes NICE guidelines, case studies and a KOL webcast.

The new contraception knowledge centre is the latest addition to the EPG Online 'library' of more than twenty knowledge centres. Other disease knowledge centres focus on a range of chronic and acute conditions including asthma, pain, hypertension, renal anaemia, migraine, diabetes and various types of cancer. To access the knowledge centres, healthcare professionals will be required to register (for free) or login with their EPG username and password.

In addition to disease knowledge centres, EPG Online includes a database of drugs (searchable by name and indication), clinical trials, guideline information and original medical news articles. Established in 2000, it is an independent website, dedicated to providing HCP's with access to the most recent best practice diagnosis and patient management guidance.

References:

[1] J. Joseph Speidel, Cynthia C. Harper, and Wayne C. Shields (September 2008). "The Potential of Long-acting Reversible Contraception to Decrease Unintended Pregnancy". *Contraception*

About EPG Health Media.

EPG Health Media is part of UK based IMR International Ltd, a private limited Company specialising in the delivery of e-communication and digital information solutions. The Company's activities fall within three key areas of competency; electronic publishing; e-marketing/communications solutions and market research.

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