FROM THE DIRECTOR

We are what we repeatedly do. Excellence, then, is not an act, but a habit. -Aristotle

Dear friends,

I recently opened a handwritten note from a mother who called the ISPCC after her toddler drank some aromatherapy oil. The note read: “I have called you 4 times over a period of years for my 4 children and have always been treated with so much respect and never felt stupid for calling. I am so impressed with your knowledge and so happy with your service. Thank you for being there to help with my son.” How terrifying it must have been for the mother to read on the product label “DANGER: May be harmful or fatal if swallowed.” When I read these letters I am reminded of the important work the poison center does each and every day.

This toddler was one of several thousand children whose poisoning case was managed safely at home without a costly trip to the emergency room or doctor’s office. Mom followed the instructions on the product label “If swallowed call your poison control center at 1-800-222-1222 immediately for treatment advice.” Cited as a model for cost-effective health care delivery, the ISPCC managed nearly 90% of calls from the general public at home last year, averting millions of dollars each year in unnecessary trips to an emergency department. Iowa’s poison center has one of the lowest cost-per-call rates for poison centers in the country. For every dollar the state of Iowa spent on the poison center, it saved at least $11 in unnecessary health care charges. This proven model aptly demonstrates that we can achieve significant savings in health care costs without compromising health care quality and outcomes.

Despite the ISPCC’s proven impacts on reducing poison-related deaths and injuries, as well as the cost-benefit studies that demonstrate its effectiveness, the ISPCC is facing unprecedented financial challenges. Declining federal and state funding, growing demand on services and finding new and innovative funding streams presents significant challenges in 2012. We will be continuing to work intensively to achieve financial stability in the year ahead. We hope the closer look at our mission and our finances provided in this report conveys the depth and breadth of our commitment and the efforts we make to be good stewards of the funds we receive.

Our work over the last year has been strengthened by the many partnerships, collaborations, and sponsors who have recognized the value of our mission. I would like to acknowledge the Iowa State Legislature, Iowa Department of Public Health, U.S. Health Resources and Services Administration, and our sponsoring organizations Iowa Health System, University of Iowa Hospitals and Clinics, and Wellmark who have made our achievements possible. We value the support of our local community and wish to especially acknowledge St. Luke’s Regional Medical Center, area legislators, and the local business community. My heartfelt thanks and appreciation are extended to our staff and Board of Directors listed in this report. Their contributions are vital to our continued success.

Please accept my very best wishes for 2012.

Warmly,

Linda B. Kalin

Linda B. Kalin
FREE POISON HELP APP FOR iPHONES

You scan coupon barcodes, check-in at your favorite restaurant, and update your Facebook status from your iPhone, why not call your poison center with it, too?

The first Poison Help app, currently available on iPhone only, will allow users to connect with their local poison center. By clicking on the Poison Help logo, users will have free, confidential access to a medical expert who can answer questions about poisons or help users treat a poison exposure. During an emergency, you don’t need to scramble to find the number for your poison center. Be ready! Poison Help app users also receive tips on how to prevent a poisoning. Poison centers are open 24 hours a day, 7 days a week and are free and confidential. Don’t guess! Be sure!

The iPhone app is available to download by visiting the ISPCC website at www.iowapoison.org or visit iTunes app marketplace and search for “Poison Help.”

FACTS AT A GLANCE

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<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Incoming calls</td>
<td>57,696</td>
</tr>
<tr>
<td>Follow-up calls</td>
<td>44,840</td>
</tr>
<tr>
<td>Human exposures</td>
<td>28,987</td>
</tr>
<tr>
<td>Animal exposures</td>
<td>1,327</td>
</tr>
<tr>
<td>Information calls</td>
<td>27,382</td>
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<tr>
<td>Peak call volume</td>
<td>4-10 p.m.</td>
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<tr>
<td>Poisonings managed at home/on-site</td>
<td>70%</td>
</tr>
<tr>
<td>Poisonings involving children &lt; 6 yrs of age</td>
<td>50%</td>
</tr>
<tr>
<td>Cost savings to Iowa and its residents</td>
<td>nearly $8.3M</td>
</tr>
<tr>
<td>Number of Iowa Hospitals calling</td>
<td>100%</td>
</tr>
</tbody>
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POISON CENTERS DETECT PUBLIC HEALTH THREATS AS THEY EMERGE

In recent years, poison centers have emerged as a leader in public health surveillance. The National Poison Data System (NPDS) is the only comprehensive poisoning surveillance database in the United States. Operational since 1985, NPDS tracks every call made to America’s 57 poison centers in near real-time, serving as a national resource to collect and monitor U.S. poison exposures and serving as one of the few real-time national surveillance systems in place to track health trends. NPDS is also used by the Centers for Disease Control and Prevention’s National Center for Environmental Health (NCEH) as a near real-time assessment tool to detect possible chemical or bioterrorism outbreaks. The American Association of Poison Control Centers and the NCEH work hand-in-hand to monitor the public health safety of our country’s citizens.

NPDS data is a valuable tool for identifying and monitoring dangerous and new public health threats ranging from contaminated peanut butter to synthetic drugs to biological weapons. Poison centers first raised the alarm about the toxic effects of synthetic marijuana (i.e. “K2”) and products marketed as “bath salts” when they began receiving calls about people having serious effects from these substances. Data from the nation’s poison centers recently helped the U.S. Drug Enforcement Agency monitor the rise in the abuse of these new synthetic drugs and led to the agency’s enactment of rules banning the substances. Iowa’s data is also shared at the local, regional, and statewide level to identify trends in substance abuse in Iowa.

Several federal agencies use NPDS data, including the Centers for Disease Control and Prevention, the Health Resources and Services Administration, and the Food and Drug Administration. In addition, NPDS information helps manufacturers effectively identify risks, evaluate new products and monitor product safety.
FY 10-11 FATALITIES

The deaths listed below are those cases reported by health care facilities to the ISPCC for management of a suspected poisoning where the ISPCC received confirmation of a fatal outcome. In those cases where several substances were ingested, the cause of death is ascribed exclusively to the substance that was deemed to have had the most toxic effect. The relatively small number of deaths reported to the ISPCC does not accurately represent the true extent of poisoning as a cause of acute injury and death in the state. Poisoning-related deaths continue to rise at the national level. There are several reasons that the majority of death cases may go unreported to the ISPCC. Patients that are found dead on arrival or whose history indicates treatment with a known EMS protocol may not be reported to the ISPCC by first responders, law enforcement, medical examiners or other health care providers. Overdoses of abused substances may also go unrecognized as a poisoning case.

- 54 y/o male, hydrogen sulfide
- 35 y/o male, hydrogen sulfide
- 18 y/o male, unknown benzodiazepine, unknown opioid, methadone
- 52 y/o female, hydrocodone/acetaminophen, ibuprofen
- 54 y/o male, methadone, diazepam
- 34 y/o female, sewer gas/simple asphyxia
- 35 y/o male, sewer gas/simple asphyxia
- 24 y/o male, nortriptyline, diphenoxylate/atropine, paroxetine, chlorpromazine, metronidazole, citalopram, OTC antacid
- 13 y/o female, diphenhydramine, unknown antifungal
- 49 y/o male, antifreeze
- 49 y/o male, carbon monoxide, methanol
- 57 y/o male, butanol, canned air
- 38 y/o female, diazepam, codeine, methadone, propoxyphene, hydrocodone, sertraline, lisinopril, alcohol
- 17 y/o male, alcohol
- 45 y/o male, diphenhydramine
- 34 y/o female, dextromethorphan
- 55 y/o male, amitriptyline, diphenhydramine
- 48 y/o male, bupropion, alcohol
- 53 y/o male, alcohol, unknown drug, marijuana
- 2 y/o male, dextromethorphan
- 2 y/o male, OTC cough/cold medicine
- 29 y/o female, hair spray
- 44 y/o male, canned air, alcohol

HOSPITALS CALL POISON CENTERS TOO!

It’s not just the patients and their families that call the poison center. Hospitals rely on poison control centers, too. Last year, 100% of Iowa hospitals--nearly 8,000 physicians and nurses-- particularly ER staff, utilized ISPCC services for expert consultation in poisonings and overdoses. This too, saves money. Studies show consultation with a poison center can significantly decrease the patient’s length of stay in a hospital- 3.5 days versus 6.5 days, resulting in significant savings. Since the majority of cases are managed at home, poison centers also alleviate unnecessary ER patient volume.

The ISPCC is staffed by a team of 7.7 FTE critical care nurses specially trained in toxicology and required to pass a national certifying examination. These front-line providers are backed 24/7 by physicians with training and board certification in medical toxicology. The ISPCC also serves as a training site for health care providers.

“There are very few areas of emergency medicine where we, as emergency department physicians, can phone someone and get ‘the definitive answer.’ It is tremendously comforting on chaotic circumstances of overdoses that we can call an 800 # anytime, and hear the calm voice of reason and professionalism. Thank you for this service.” - Iowa ER Physician

NACCT 2010 POSTER PRESENTATIONS

Ed Bottei, MD, FCCP, FACMT, Medical Director of the Iowa Statewide Poison Control Center and two RN Poison Specialists presented posters to their peers at the annual meeting of the North American Congress of Clinical Toxicology (NACCT) held in Denver, CO October 7-12, 2010. This annual conference provides an opportunity for physicians, pharmacists, nurses and scientists from around the world to participate in the sharing of information on a wide variety of toxicological issues. The two posters presented and their authors include:

E. Bottei. Unintentional Ingestion of Octane Booster with Methylcyclopentadienyl Manganese Tricarbonyl: Case with Cation, Blood and Urine Manganese Levels

L. Kalin, T. Noble. A PCC Phone System: Who Is Abandoning Who?
CONSULTANTS

The ISPCC maintains a relationship with a number of expert consultants in many areas related to toxicology should a question be found that our usual and customary resources cannot handle. We would like to acknowledge their contributions to the program.

**Iowa Department of Public Health**
Michele Catallier, MD
Rebecca Curtiss
Randal Dahlin
Ann Garvey, DVM, MPH, MA
Rita Gergely
Terry Goddard, RN
Julia Goodin, MD
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Dennis Klein, MD
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**University of Iowa Hospitals & Clinics**
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Jessica Moreland, MD
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Shawn Simmons, MD

**Iowa Hazardous Materials Team Leaders**
Asst. Chief Jim Clark, Sioux City

**Woodbury County Emergency Management**
Gary Brown

**REAC/TS, Oak Ridge, TN**
Ronald Goans, MD, PhD

**St Luke’s Regional Medical Center (Sioux City) Pathologists**
Mike Kafka, MD
Julie Breiner, MD
Thomas Carroll, MD
James Quesenberry, MD

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POISON CENTER UTILIZATION:
CALLS BY COUNTY

Poison Center utilization and awareness of its services directly results in decreased injury or deaths and reduces unnecessary emergency department visits and inappropriate use of medical resources. In an effort to raise awareness about poison center services, the center’s public education efforts target counties with low utilization rates (<7) through media opportunities, partnerships and general outreach.
The Iowa Statewide Poison Control Center uses Facebook to let Iowans know about current events and interesting facts and how to stay safe from poisons.

SAUDI ARABIAN PHARMACIST TRAINS AT ISPCC

Nada Al-Agil, a pharmacist from Saudi Arabia, spent two weeks training at the Iowa Statewide Poison Control Center. During her visit, the pharmacist spent time learning the daily operations of the poison center, along with staff training, data collection and quality assurance. Nada's visit to the ISPCC was part of her 8 week rotation at the Iowa Drug Information Network (IDIN) in Iowa City. The IDIN, directed by Ronald A. Herman, is an innovative program developed by the Division of Drug Information Service of the University of Iowa College of Pharmacy to assist its members in accessing the latest in drug information and applying it to patient care decisions. Several countries, including Saudi Arabia, use the Iowa Drug Information Service (IDIS) database, which the University of Iowa College of Pharmacy produces.

We are on Facebook

The Iowa Statewide Poison Control Center uses Facebook to let Iowans know about current events and interesting facts and how to stay safe from poisons.

Like us — and tell your friends
SAVING LIVES AND SAVING MONEY

America’s 57 poison centers improve patient outcomes and help reduce health care costs. Poison center staff are uniquely trained to assess, triage, manage and continually monitor patients with a poison exposure at no direct cost to the patient, practitioner or health care institution. Multiple studies have demonstrated poison centers save health care dollars by eliminating or reducing the expense of unnecessary trips to an emergency department.

To determine the impact in Iowa, a study was conducted in 2010 (Value of the Iowa Poison Center: Impact on Health Care Costs 2010)* comparing the operating costs of the Iowa Statewide Poison Control Center with the costs of alternative sources of poisoning advice and care if the ISPCC did not exist. The key findings in this study present clear evidence that the ISPCC provides significant health and economic benefits to the State of Iowa and its residents.

- Nearly 90% of public callers are safely managed at home eliminating the unnecessary use of ERs, physician offices, and ambulance transports resulting in an annual net savings to Iowa and its taxpayers of $8.3 million.
- If the ISPCC was not accessible, 73% of Iowans would go to ERs. 56% of ISPCC callers carry private health insurance providing a savings of $4.7 million to private insurance companies. 42% of callers managed at home, are covered by Medicaid, Medicare or HAWK-I resulting in $3.5 million savings to state health insurance programs.
- Iowa’s health care providers recognize the ISPCC is a valuable life-saving resource. Last year 100% of Iowa hospitals utilized ISPCC services for expert consultation in poisonings and overdoses. Studies show consultation with a poison center can significantly decrease the patient’s length of stay in a hospital by more effective use of laboratory testing, more efficient use of antidotes and appropriate monitoring practices.
- Every dollar spent on the Iowa Poison Center saves at least $11 in health care costs. Based on current data, this is probably an underestimate. Poison centers are as cost-effective as childhood immunizations in their ability to provide cost avoidance in public health delivery.
- The cost per poisoning call to the ISPCC is under $40, far below the national average.

*A copy of the full study of which this is a summary can be obtained by emailing Linda Kalin at KalinLB@ihs.org.
The Iowa Statewide Poison Control Center is available to every Iowa resident through a toll-free telephone number, 1-800-222-1222. Access is available for the hearing impaired through TDD/TTY, and non-English speaking callers are supported by interpreters who are conferenced in by phone on a moment’s notice.

IOWA STATEWIDE POISON CONTROL CENTER
401 Douglas St., Suite 402
Sioux City, Iowa 51101

24-HOUR POISON INFORMATION AND EMERGENCY
1.800.222.1222
(TTY accessible)

ADMINISTRATION 712.279.3710

FAX 712.234.8775

EDUCATION
Sioux City 712.279.3717
Iowa City 319.356.2600

WEB SITE http://www.iowapoison.org

Nationally accredited by the American Association of Poison Control Centers

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