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**White Plains
Hospital Center**

News Release

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For Immediate Release

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White Plains Hospital Center's Dr. Kira Geraci To Present "How to Avoid Medication Mix-Ups" *October 23 at The Osborn in Rye*

White Plains, NY (October 2008) – On Thursday, October 23rd at 10:00 am, Kira Geraci, MD, MPH, Chief of the Allergy Section at White Plains Hospital Center will present "How to Avoid Medication Mix-Ups," to be held at The Osborn Retirement Community in Rye.

Presented in partnership between White Plains Hospital Center and The Osborn Retirement Community, the discussion will focus on medication storage, administration, monitoring, potential adverse allergic consequences, and the importance of discussing medications with your doctor or pharmacist. Dr. Geraci explains, "People are being prescribed more and more prescription drugs, and need to be in open communication with their doctors and pharmacist to ensure that no medication mix-ups occur."

Dr. Geraci is a Columbia University Medical School graduate who is board-certified in the specialty of Allergy. She holds academic positions with Weill Cornell Medical College, where she serves as a clinical instructor, and New York Medical College, where she is an Adjunct Professor. Dr. Geraci is also co-chair of the Quality Medical Care Task Force of the Medical Society of the State of New

York. She also represents New York at the National Physician's Consortium for Performance Improvement, an organization dedicated to best practices.

Recent studies, as well as high-profile deaths like that of Heath Ledger, reinforce the dramatic rise of medication errors. According to the FDA, there were 467,809 serious adverse drug events reported between 1998 and 2005. Adverse events were 2.6-fold higher in 2005 than they were in 1998 - 34,966 vs. 89,842 - and fatal adverse drug events increased from 5,519 in 1998 to 15,107 in 2005.

"How to Avoid Medication Mix-Ups" will be held at The Osborn Retirement Community, 101 Theall Road in Rye. Refreshments will be served. The presentation is free, but reservations are required. Please call 914-681-2650 by October 21st or email wphcmail@wphospital.org.

White Plains Hospital Center (WPHC) is a 292-bed voluntary, not-for-profit health care organization with the primary mission of offering high quality, acute health care and preventive medical care to all people who live in, work in or visit Westchester County and its surrounding areas. Centers of Excellence include the Dickstein Cancer Treatment Center, The William & Sylvia Silberstein Neonatal & Maternity Center, The Ruth and Jerome A. Siegel Stroke Center and The Westchester Orthopedic Institute. The Hospital has the busiest Emergency Department in Westchester County, treating more than 45,000 patients a year. White Plains Hospital Center is a five-time winner of the Consumer Choice Award, an honor given to the nation's top hospitals by the National Research Corporation. WPHC is a member of the New York-Presbyterian Healthcare System and the Stellaris Health Network, Inc. For additional information, visit www.wphospital.org

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