

AAPS Pharmaceutical Scientist Expert Resource Service

The AAPS Public Outreach Department frequently receives requests from the media for a pharmaceutical scientist to share his/her insight on topics in drug discovery, design, development, analysis, production, quality control, safety, clinical evaluation, regulation, distribution and utilization of drugs and drug delivery systems.

Over the years, the number of these requests has consistently increased.

To better accommodate the increasing number of requests, the AAPS Public Outreach Department created the AAPS Pharmaceutical Scientist Expert Resource Service, a database of experts and resources in the pharmaceutical sciences. This database allows AAPS to instantly draw from top experts in the pharmaceutical sciences, and refer health and medical reporters in the mainstream and pharmacy trade media to pharmaceutical science experts.

AAPS Pharmaceutical Scientist Experts will participate in interviews with reporters (typically once or twice a year), and simply provide information and answer questions in their specific area of expertise.

Beneficial to scientists who will be recognized as an expert among their peers and the general public, this program is an opportunity for scientists to continue to build the association by fulfilling AAPS' mission to educate the public about the value of the pharmaceutical sciences.

Due to the media efforts of the AAPS Public Outreach Department, including the AAPS Pharmaceutical Scientist Expert Resource Service, AAPS was mentioned in 259 stories seen by 19.2 million people in 2003. If this media coverage were purchased as advertising, it would cost approximately \$2.6 million.