Packaging that stands out

Labels and cartons are DescriptIV™

- Available in 500 mg single-dose vials
- Easy-to-read drug name and strength
- Full-color carton coordinates with vial label
- Unique carton and label design to help the product stand out on the shelf
- Features PreventIV Measures™ Packaging and Labeling to help reduce the risk of medication errors
- Preservative-free, AP rated, bar coded and not made with natural rubber latex
Battling confirmation bias through packaging and labeling: fostering reading, recognition and differentiation

We all know how dangerous it can be to assume anything. But it’s human nature, especially with repetitive tasks, to assume that what has always been in a particular place will be there again. We also assume that, when we grab a product and look at the label, we have understood what that label says. Making such assumptions contributes to a phenomenon called confirmation bias. Confirmation bias is a type of selective thinking in which people select out information that is familiar to them or what they expect to see, rather than what is actually there.¹ And this can have serious consequences in a hospital pharmacy, on the hospital floor or at the patient’s bedside.

SAGENT helps to combat confirmation bias by delivering products with easy-to-read, easy-to-recognize and highly differentiated packaging and labeling. It’s a little thing that can make a big difference.

That’s PreventIV Measures Packaging and Labeling at work for you.