



We share your commitment to patient safety and understanding.

Dear Practitioner,

Overprescribing antibiotics is a major health concern in the U.S. It has been directly linked to the prevalence of antibiotic resistance, with 2.8 million antibiotic-resistant infections and 35,000 deaths occurring annually.¹

Acute bronchitis/bronchiolitis almost always gets better on its own; therefore, individuals without other health problems should not usually be prescribed an antibiotic.

We're committed to joining you in ensuring the appropriate use of antibiotics for individuals with acute bronchitis/bronchiolitis to help them avoid harmful side effects and possible resistance to antibiotics over time.

That's why we've created these resources to help you educate your patients on not using antibiotics for viral infections and the impact of overprescribing antibiotics.

In this toolkit you'll find:



Patient Coaching Sheet

Advice and guidance to help you address patients who insist on taking an antibiotic for a viral acute upper respiratory infection.



Prescription Pad

Helps inform patients on the ways to relieve symptoms of viral infections. Instead of prescribing antibiotics, consider giving patients a prescription for all the self-care actions that can help them feel better.



Commitment Poster

Show your commitment to providing the best treatments for your patients with this in-office poster. Hanging this signed poster in your exam rooms and waiting areas has proven to decrease patients' demand for antibiotics. This poster can also be personalized with your practice's name.

Together, we can ensure the appropriate use of antibiotics for better patient safety and understanding.

Thank you,

A stylized, handwritten signature in black ink, appearing to read 'K Bartlow'.

Kellie Bartlow, DO

BCBSKS

¹Centers for Disease Control and Prevention. 2019. Antibiotic Resistance Threats in the United States. <https://www.cdc.gov/drugresistance/biggest-threats.html>