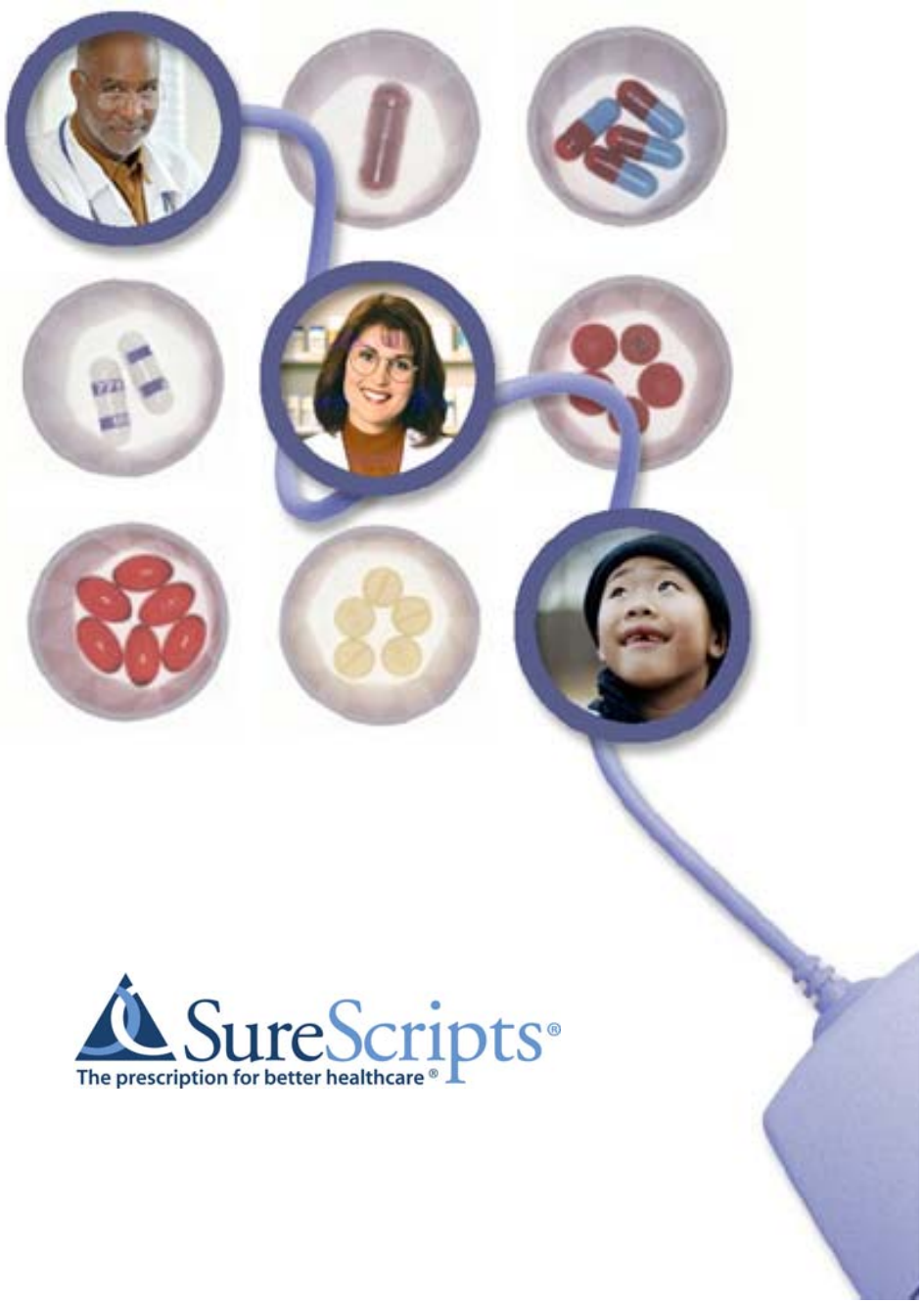
# National Progress Report on ePrescribing

*Healthcare Technology Network Meeting*

*March 28, 2008*



# SureScripts Mission: Improve the prescribing process

- Industry owned LLC formed by the pharmacy associations representing nation's 57,000 pharmacies
  - Incorporated August 2001
  - Pharmacy membership organization
  - Two sources of operating capital
    - Fees from pharmacy transactions
    - Membership
  - No charge to physicians or their software vendors
  - Neutral entity
    - No advertising or commercial influence
    - Protect patient choice of pharmacy
    - Protect physician choice of therapy
- Driven by single mission:
  - Improve the prescribing process through a focus on Safety, Efficiency and Quality

NACDS National Association of Chain Drug Stores

National Community Pharmacists Association

**Over 95% of the nation's pharmacies have completed the certification process required to connect to the Pharmacy Health Information Exchange™, operated by SureScripts**

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# SureScripts enables the exchange of prescription information by certifying software used by physicians and pharmacies

Connected to the Pharmacy Health Information Exchange™
Operated by SureScripts®

## What the Physician Needs:

1. Electronic Prescribing Software that has been certified by *SureScripts*
2. A high-speed Internet connection

***SureScripts*** **provides the behind-the-scenes network that makes the two-way electronic exchange of prescription information possible**

## What the Pharmacy Needs:

1. Pharmacy management software that has been certified by *SureScripts*
2. An Internet or Intranet connection

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# The first step towards healthcare interoperability

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# The first step towards healthcare interoperability

- No faxing... No paper... This is... E-Prescribing.

- E-Prescribing using a nationwide network that is... Neutral... Standards-based... made available to physicians and physician vendors at no charge.

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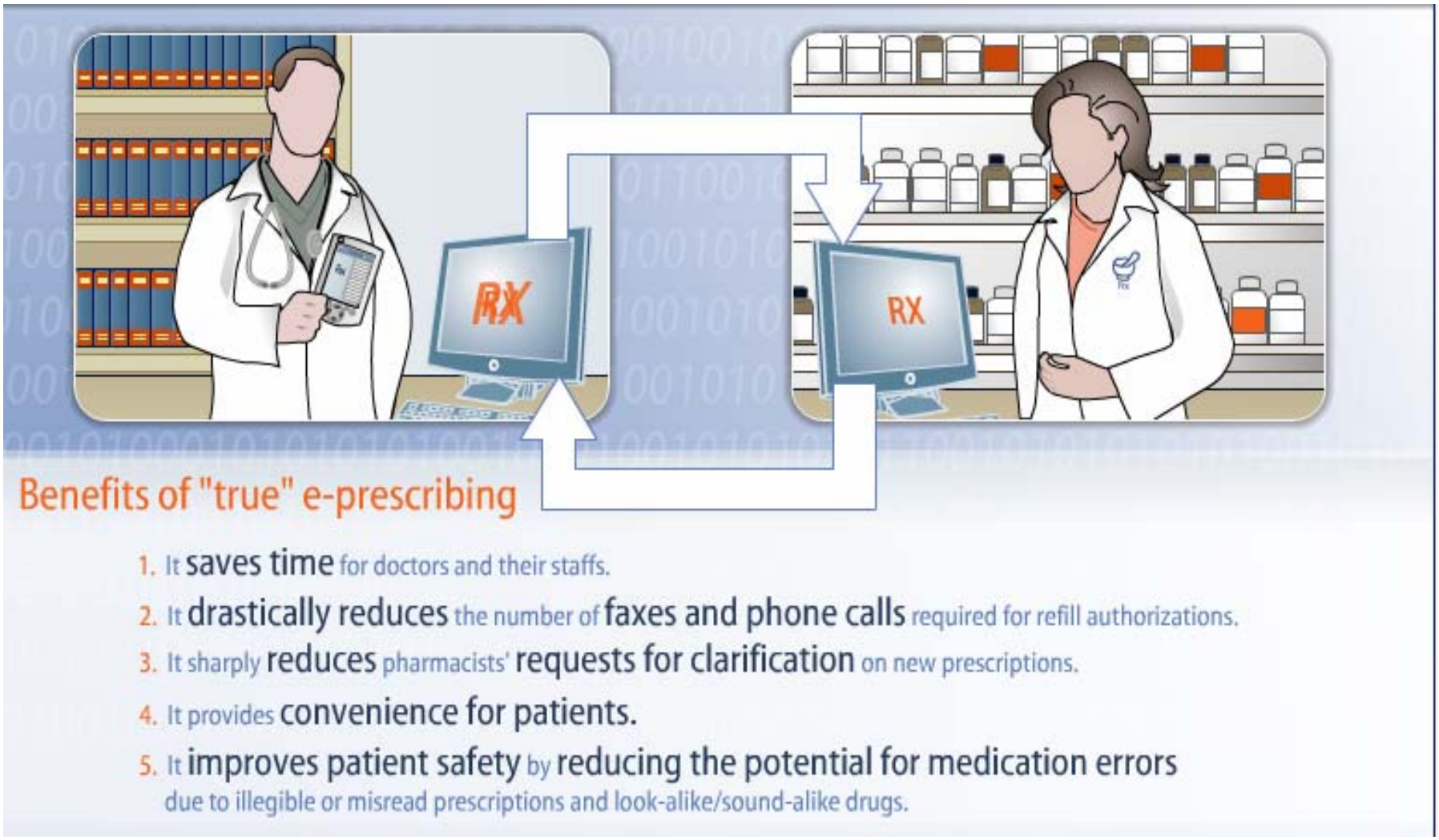
# When physician practices and pharmacies connect electronically, the prescribing process is improved dramatically…

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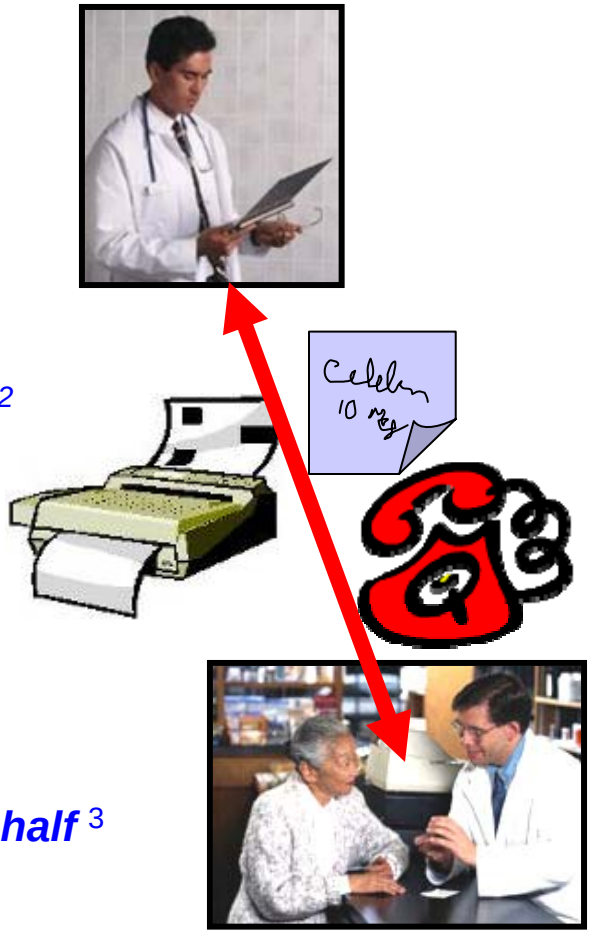
# Why should physicians care? Is faxing really that bad? Answer: Only if you don't care about time and money

- **MGMA**
  - E-prescribing with pharmacy interoperability can significantly reduce the ***$10,000 spent annually per physician*** on phone calls with pharmacies related to prescription refills[1]
- **SureScripts**
  - Refills management costs ***$50,000 a year/per practice***[2]
  - Practices spend on average **4.78 to 4.92 hours/day**[2] managing refills
    - Prescribers spend on avg.1.84 – 1.88 hrs/day
    - Staff spend on avg. 2.94 to 3.04 hrs/day
- **MMA E-Prescribing Pilots**
  - ***Average time spent per day on renewals was cut in half*** [3]



(1) 2004 MGMA – Analyzing cost of administrative complexity in group practice.
(2) 2006 SureScripts Get Connected Campaign Report
(3) Brown University: 2006 MMA E-Prescribing Pilots



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# Why should physicians care?
# Answer: Because errors persist…putting patients at risk

- More than 1.5 million Americans are injured annually by medication errors. More than 25% of these injuries are preventable[1]
- According to the Institute for Safe Medication Practices, many errors result from:
  - Miscommunication due to illegible handwriting
  - Unclear abbreviations and dose designations
  - Unclear telephone or verbal orders
  - Ambiguous orders and fax-related problems
- In July of 2006, the Institute of Medicine recommended that all prescriptions be written electronically by 2010[1]

(1) Institute of Medicine. Preventing Medication Errors, 2006



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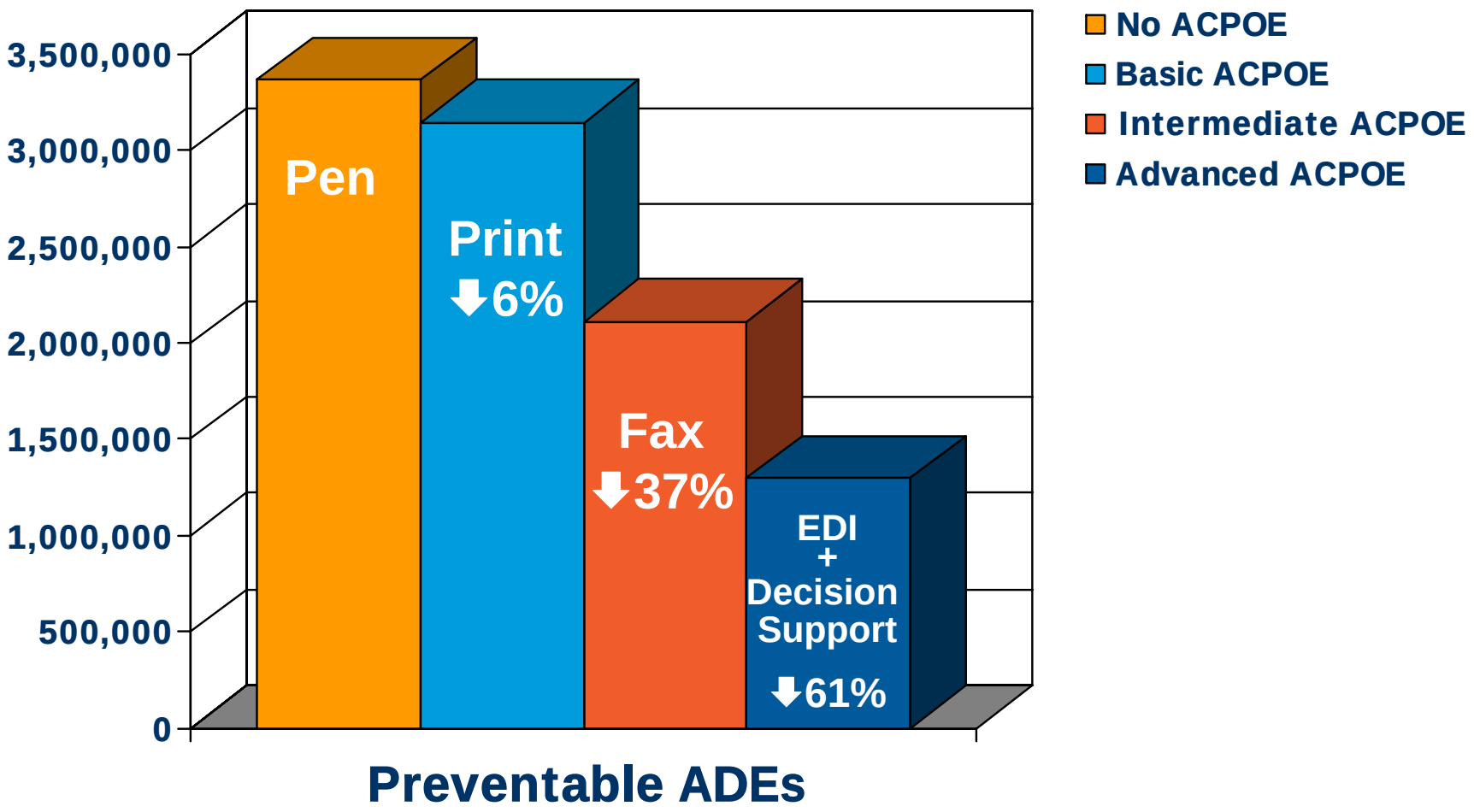
# Why should physicians care?
# Answer: E-Prescribing without the E = Not as safe




***Source: Center for Information Technology Leadership***



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# Why should physicians care?
# Answer: The opportunity goes beyond E-Prescribing and E-Refills

## Pharmacy Health Information Exchange™, operated by SureScripts®

**E-Prescribing** **E-Refills** **Rx History** **Eligibility** **Formulary**

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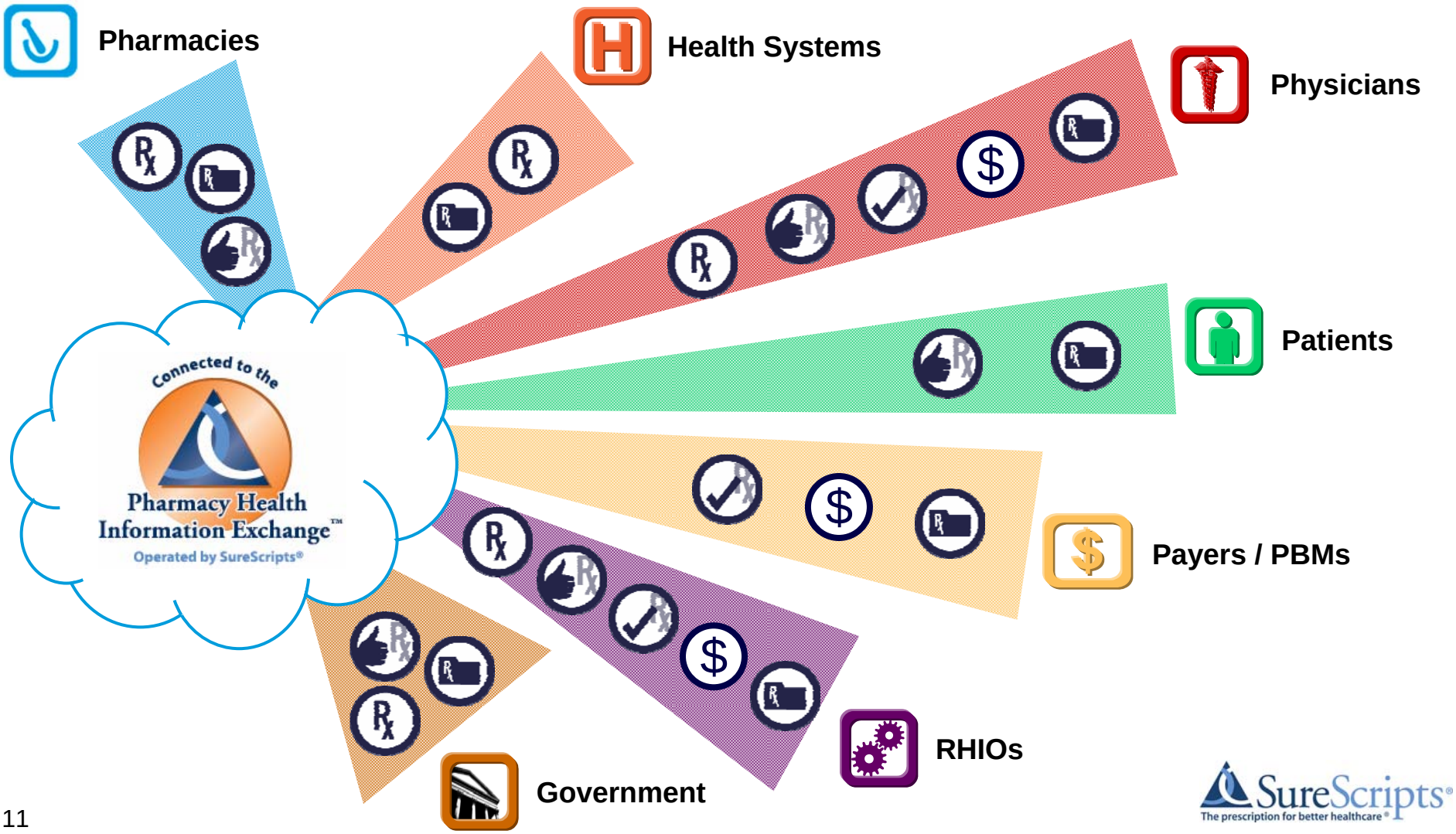
# Focused on improving the prescribing process…
# …but with an eye toward broader healthcare interoperability

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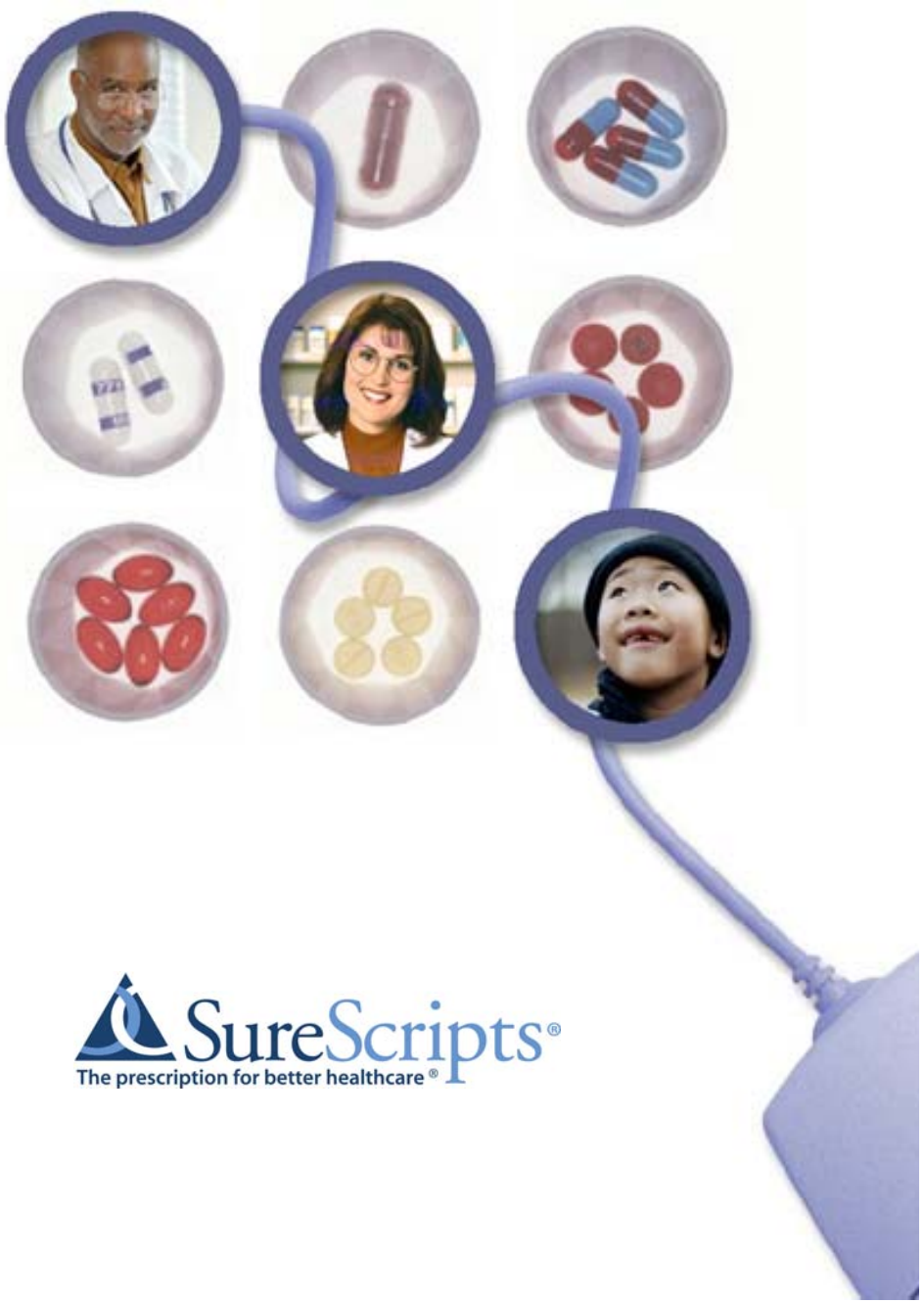
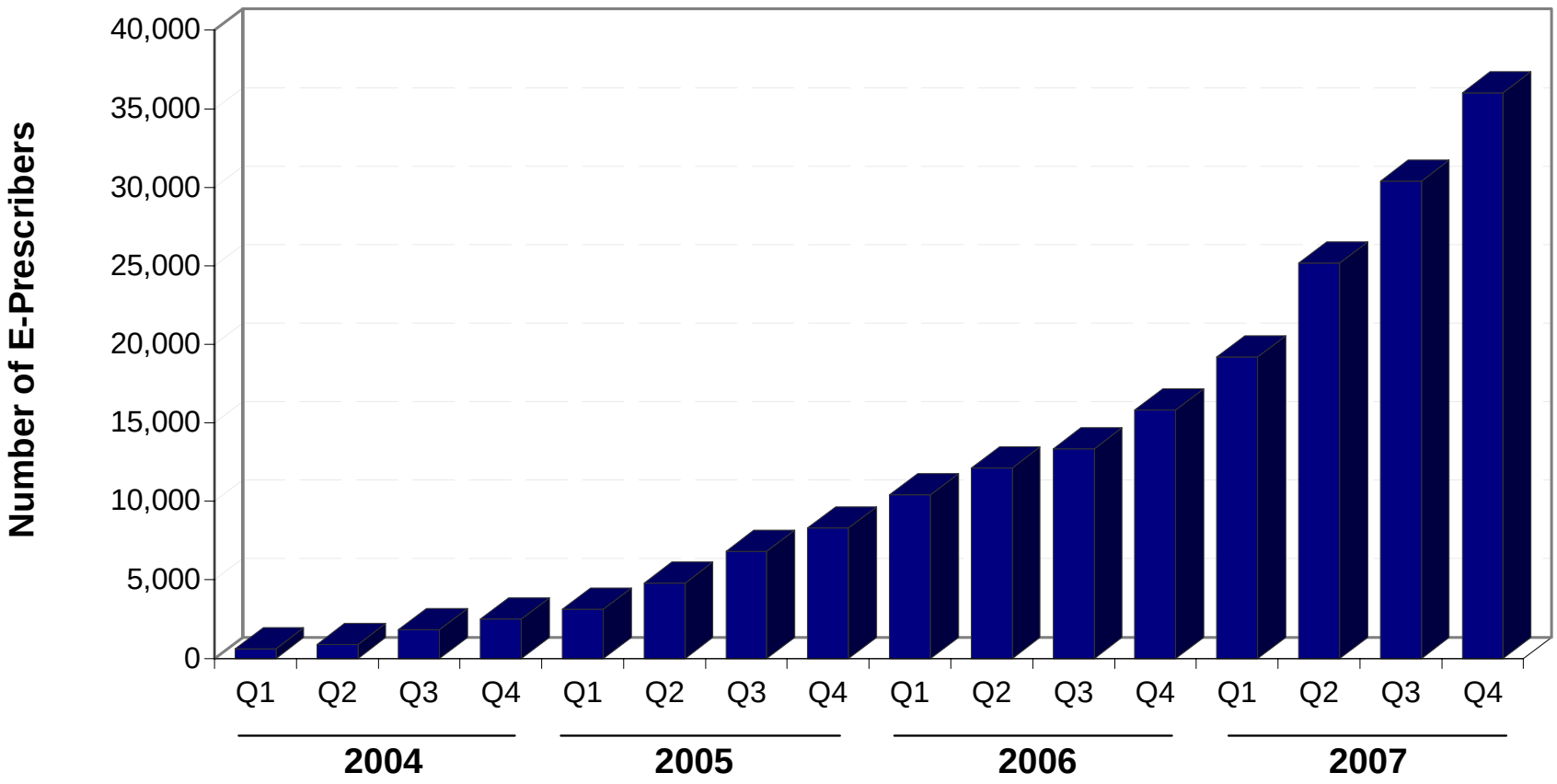
# National Progress Report on E-Prescribing

*Published by SureScripts, operator of the Pharmacy Health Information Exchange*

December 2007



# E-Prescribers: Quarterly Growth




**Source:** Pharmacy Health Information Exchange, operated by SureScripts (December 2007).

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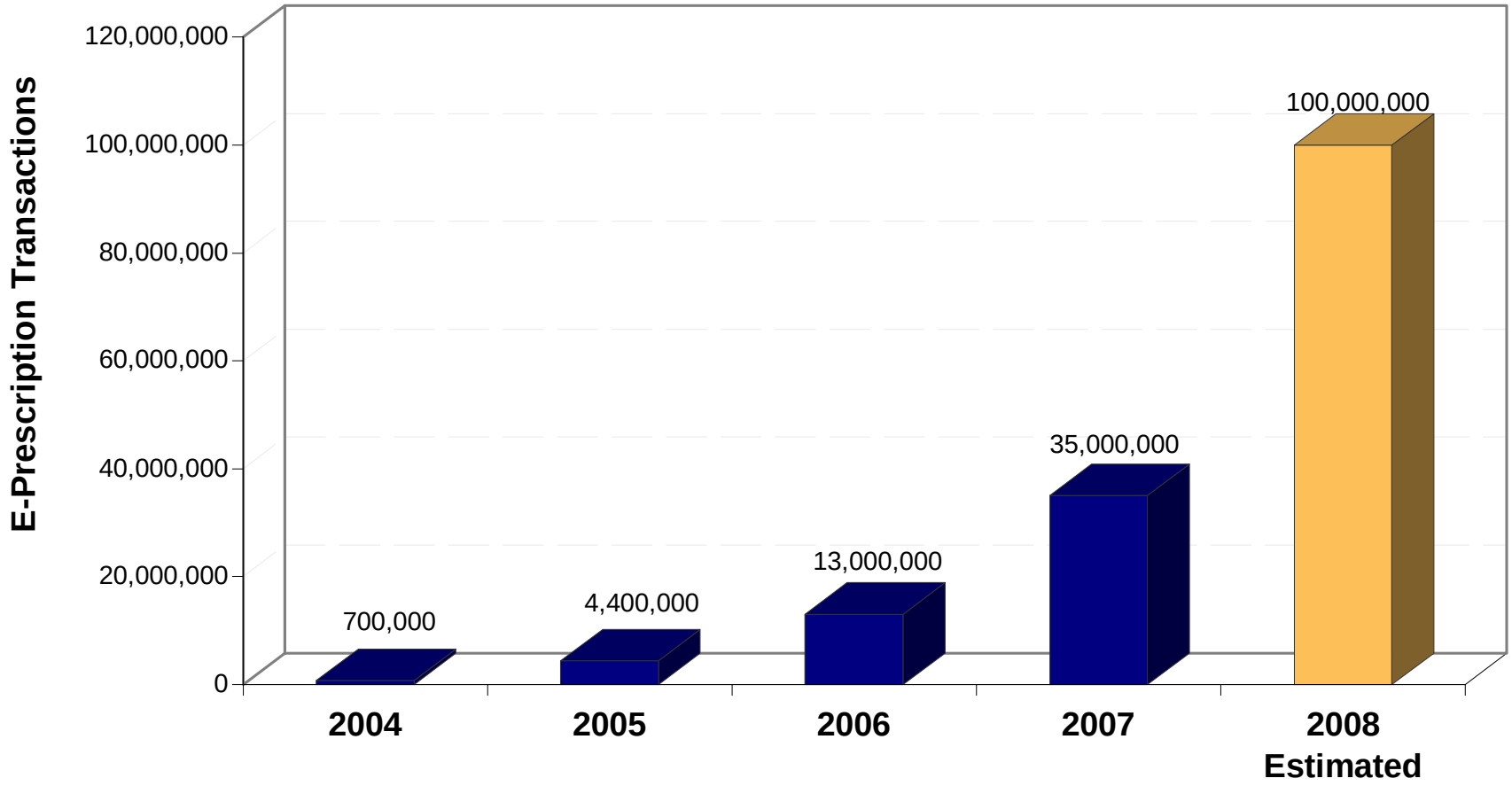
# E-Prescription Transactions: Annual Growth

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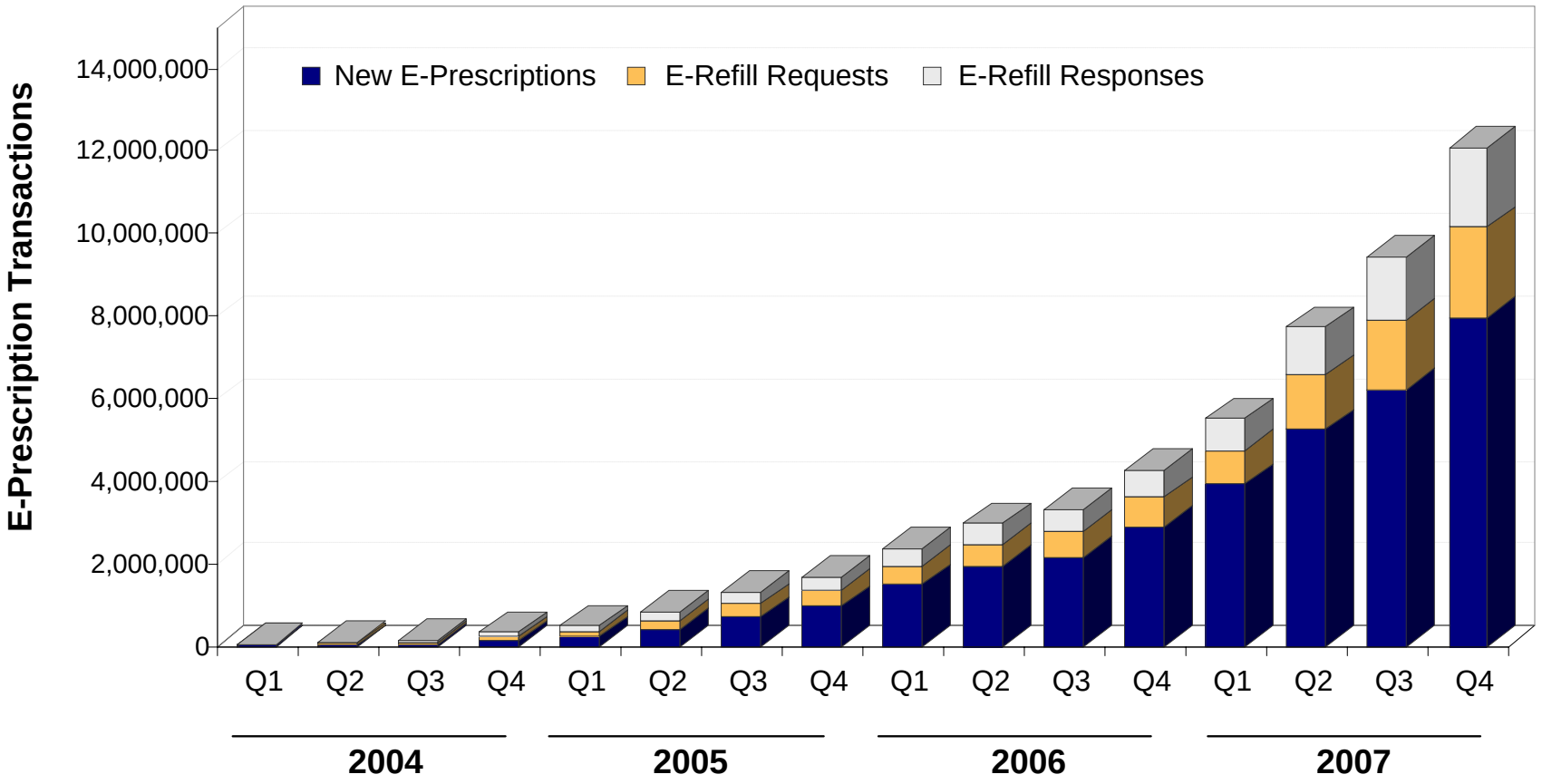
# E-Prescription Transactions: Quarterly Growth




**Source:** Pharmacy Health Information Exchange, operated by SureScripts (December 2007).

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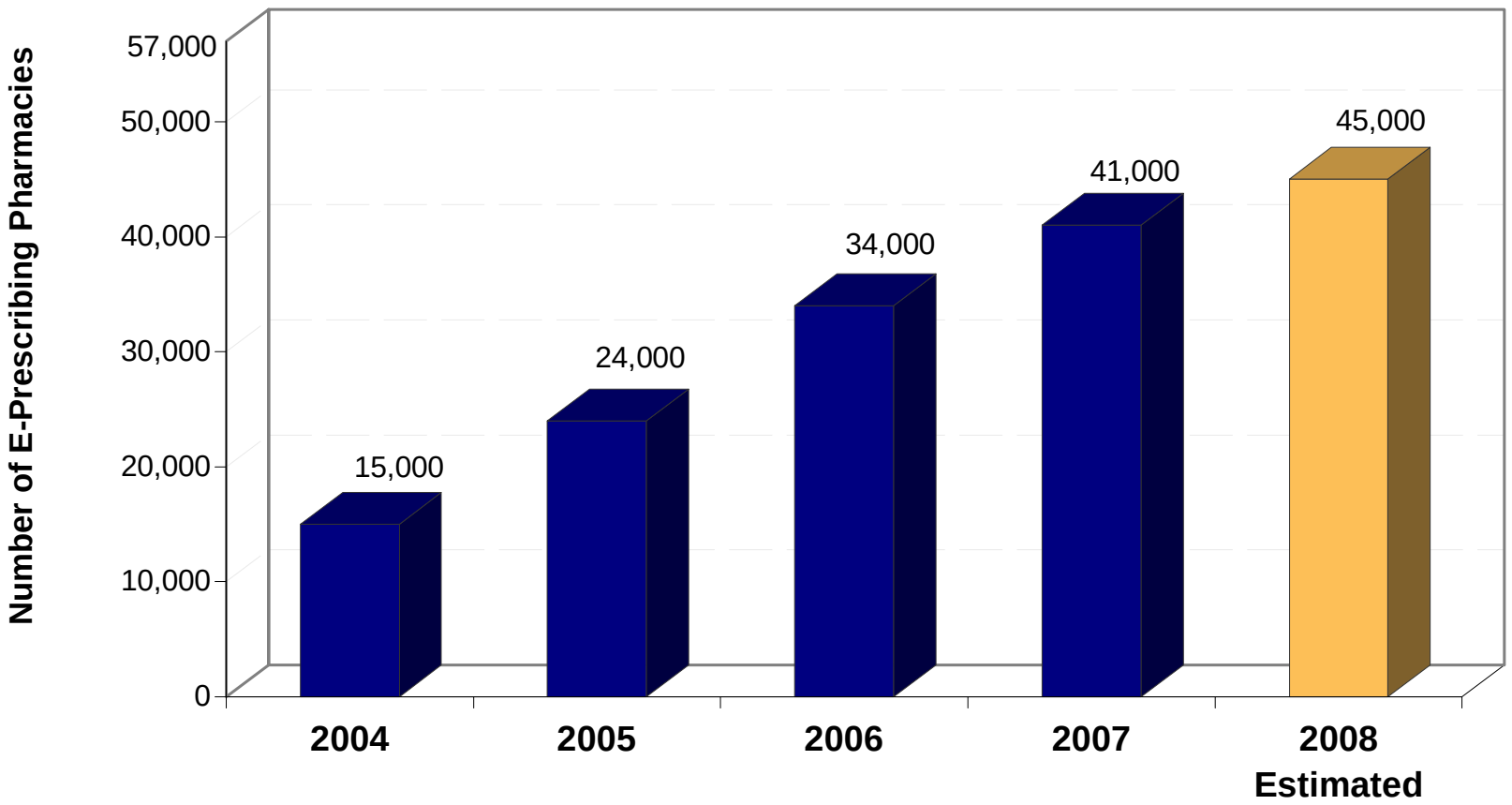
# E-Prescribing Pharmacies: Annual Growth




**Source:** Pharmacy Health Information Exchange, operated by SureScripts (December 2007).



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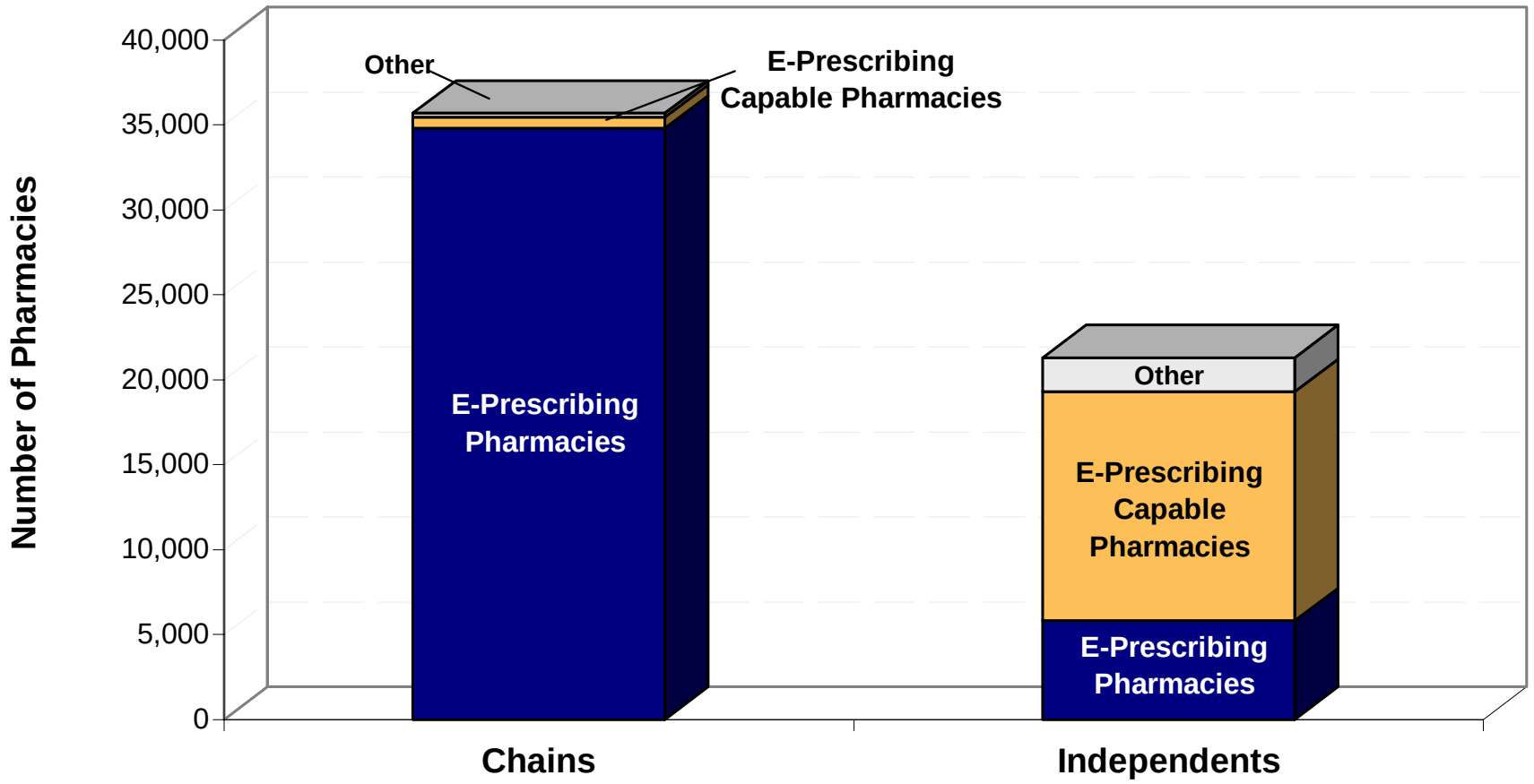
# E-Prescribing Pharmacies: Chains & Independents




**Source:** Pharmacy Health Information Exchange, operated by SureScripts (December 2007).

**NOTE:** E-prescribing Capable Pharmacies use pharmacy management software that has been certified for e-prescribing. However, these pharmacies either have not upgraded their software to the necessary certified version or have not requested to have their software activated for e-prescribing.

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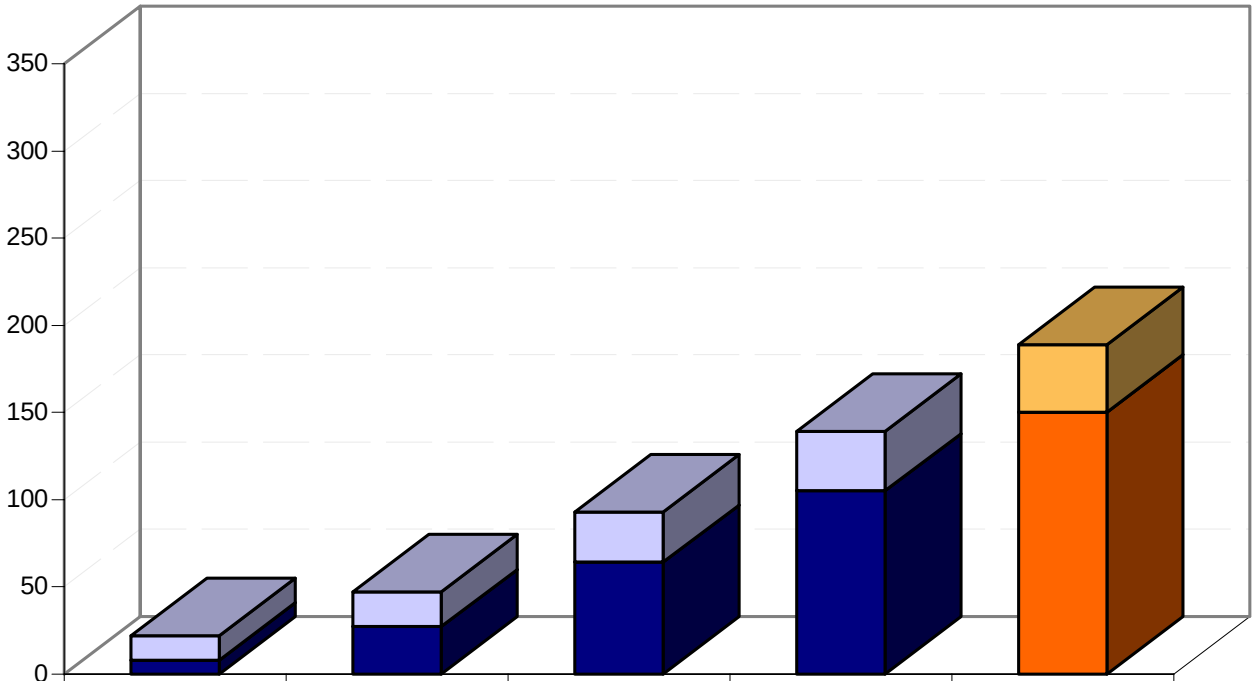
# SureScripts Certified Pharmacy & Physician Technology Vendors




| | 2004 | 2005 | 2006 | 2007 | 2008 Est. |
|---|---|---|---|---|---|
| **TOTAL** | **22** | **47** | **93** | **139** | **189** |
| **Pharmacy Tech Vendors** | **14** | **20** | **29** | **34** | **39** |
| **Physician Tech Vendors** | **8** | **27** | **64** | **105** | **150** |

**Source:** Pharmacy Health Information Exchange, operated by SureScripts (December 2007).



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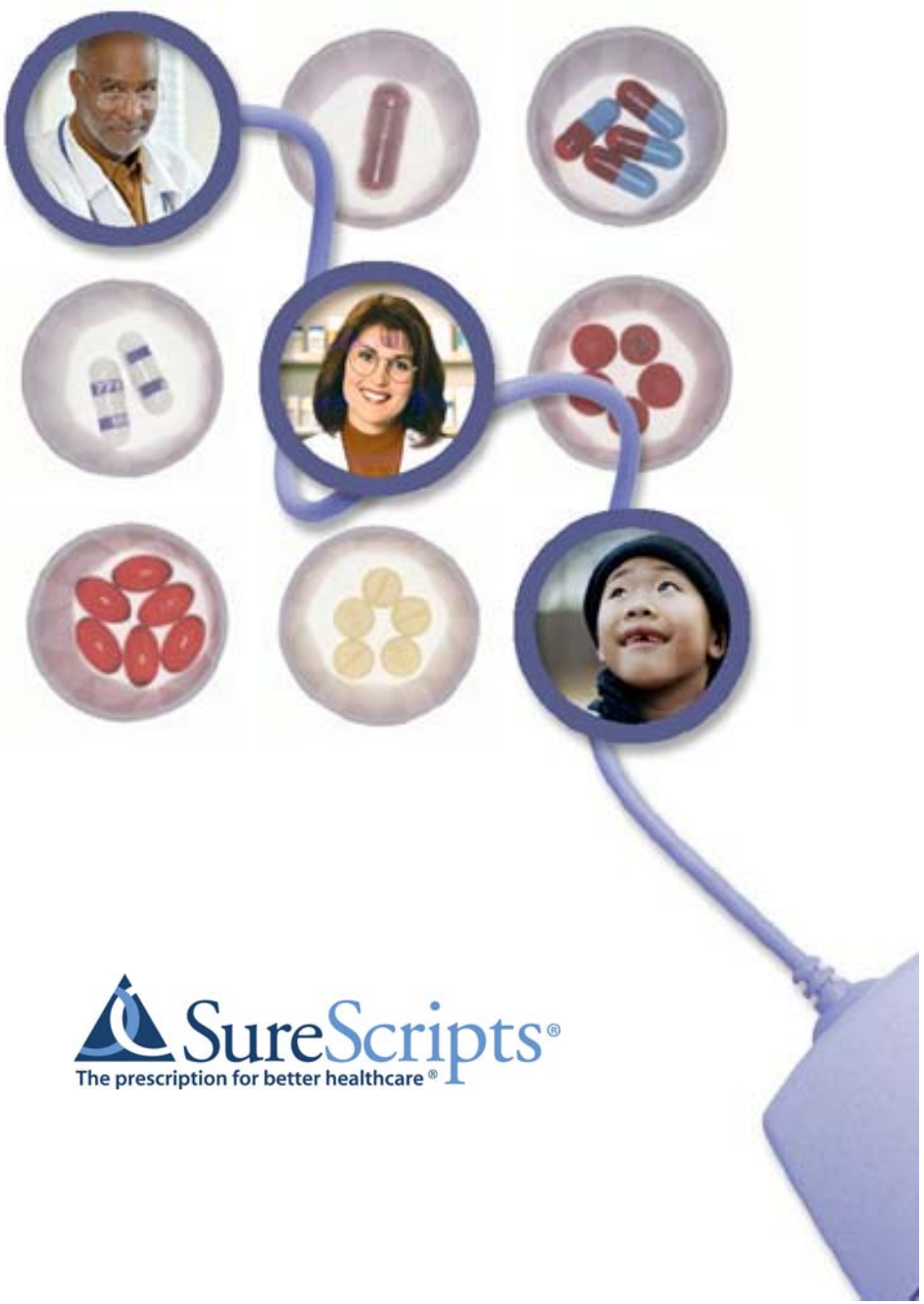
# The 3rd Annual Safe-Rx Awards



# On Tuesday, March 4…at an event on Capitol Hill… we announced…

The 3rd Annual

Safe-Rx™

Awards

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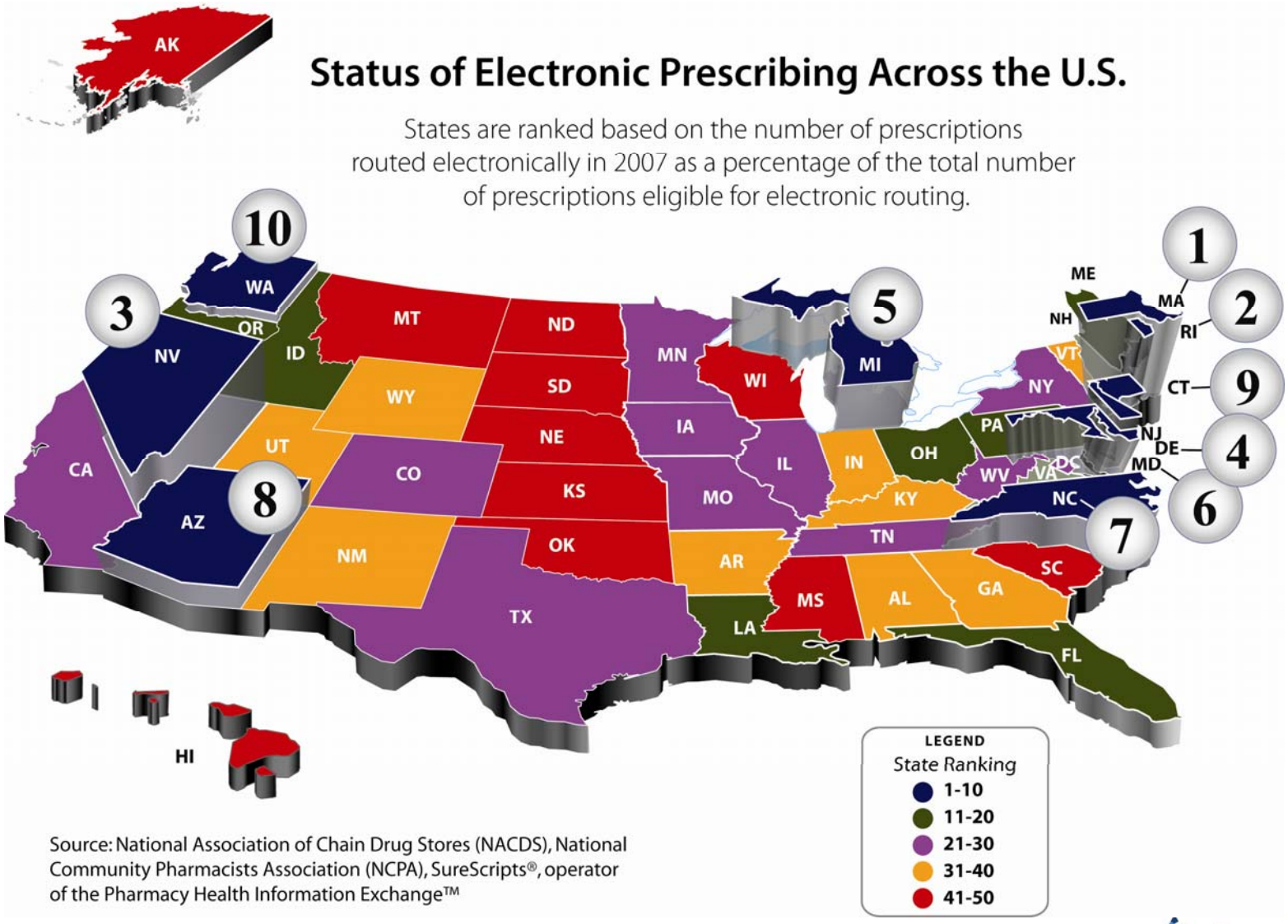
# On Tuesday, March 4…at an event on Capitol Hill… we announced…

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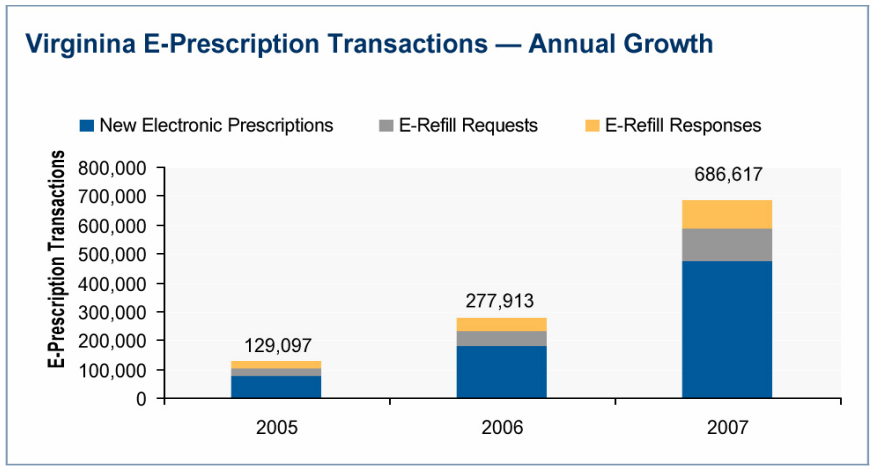
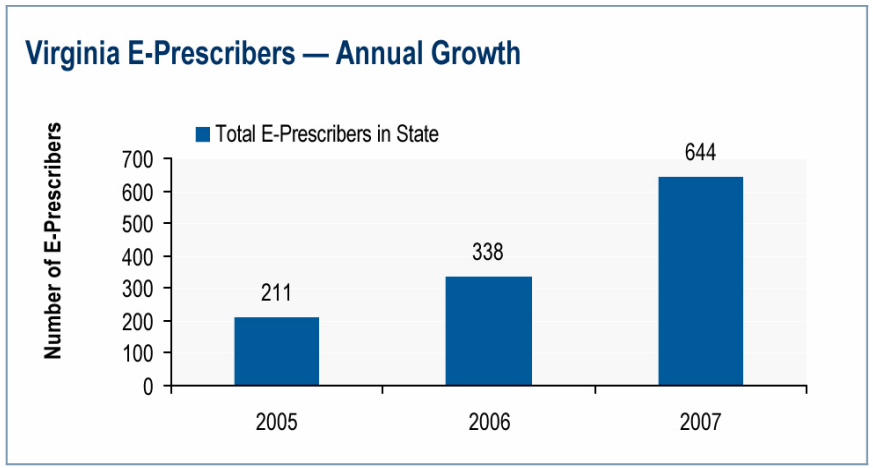
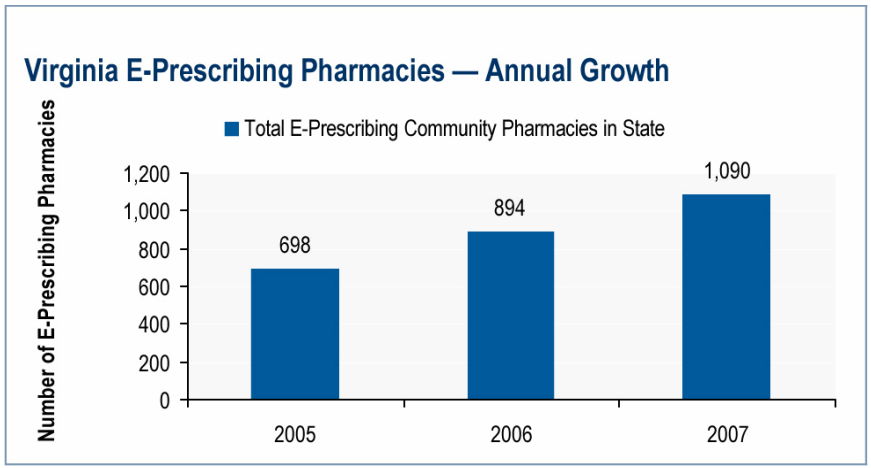
# Virginia Progress Report



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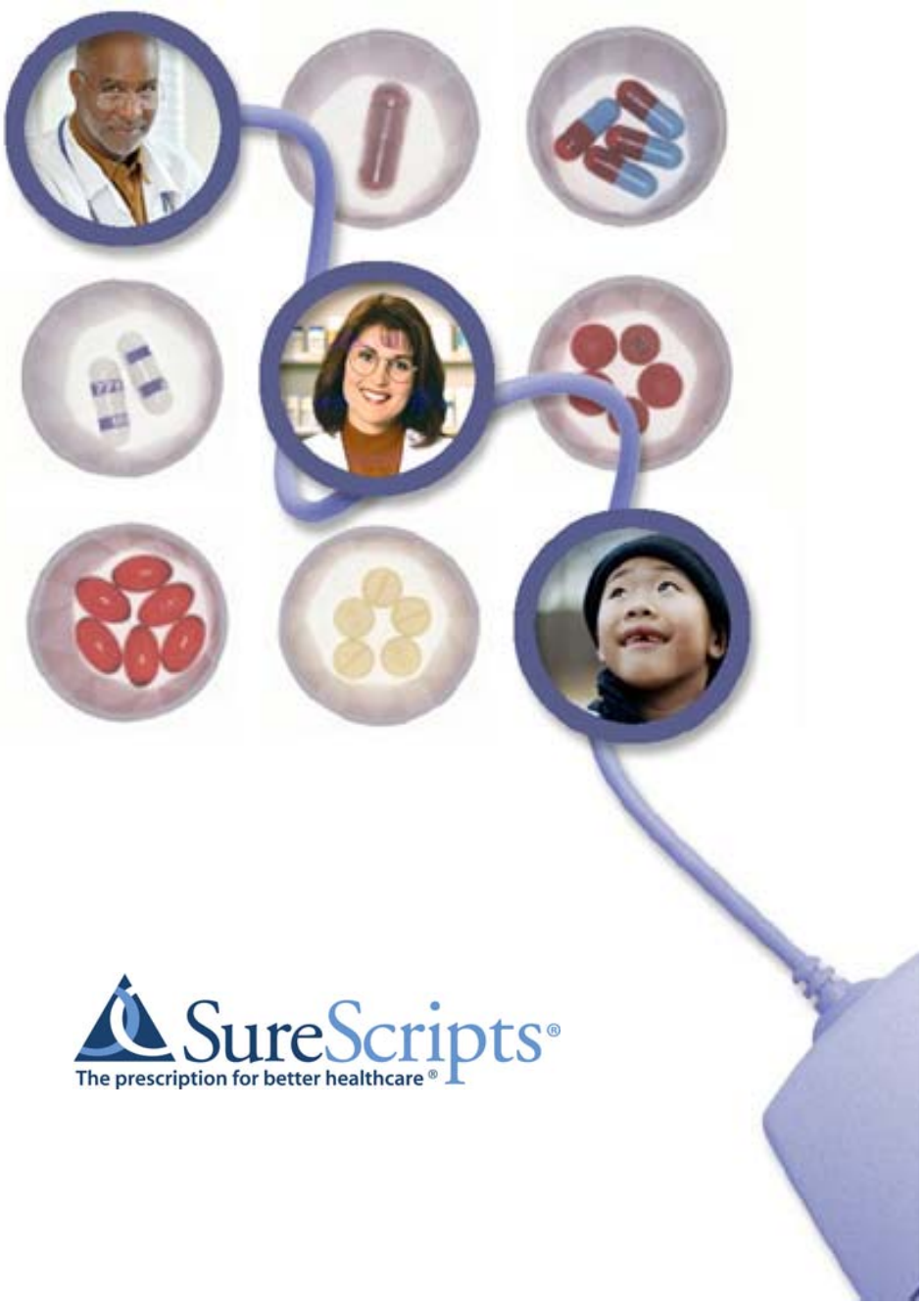
# The Get Connected Program



# On Tuesday, March 4…The Center for Improving Medication Management launched GetRxConnected.com

- The Objective
  - Increase the number of physicians connected to and using the Pharmacy Health Information Exchange
- The Strategy
  - Focus on those physicians that already use software that has been certified by SureScripts
  - Use medical societies and other influencers to reach physicians
  - Provide tools and resources to help physicians more fully leverage their EMR investment
  - Provide tools and resources to help physicians get started with e-prescribing
  - Leverage new CMS requirements
    - Elimination of fax exemption for Medicare Part D
    - Tamper proof pads for Medicaid prescriptions



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# Help us to drive physicians to www.GetRxConnected.com

THE CENTER
*for*
Improving Medication Management

MGMA®
Defining Your Profession™

THE AMERICAN COLLEGE OF OBSTETRICIANS AND GYNECOLOGISTS
1951
WOMEN'S HEALTH CARE PHYSICIANS

AAFP
STRONG MEDICINE FOR AMERICA

AMERICAN COLLEGE OF CARDIOLOGY FOUNDATION

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™

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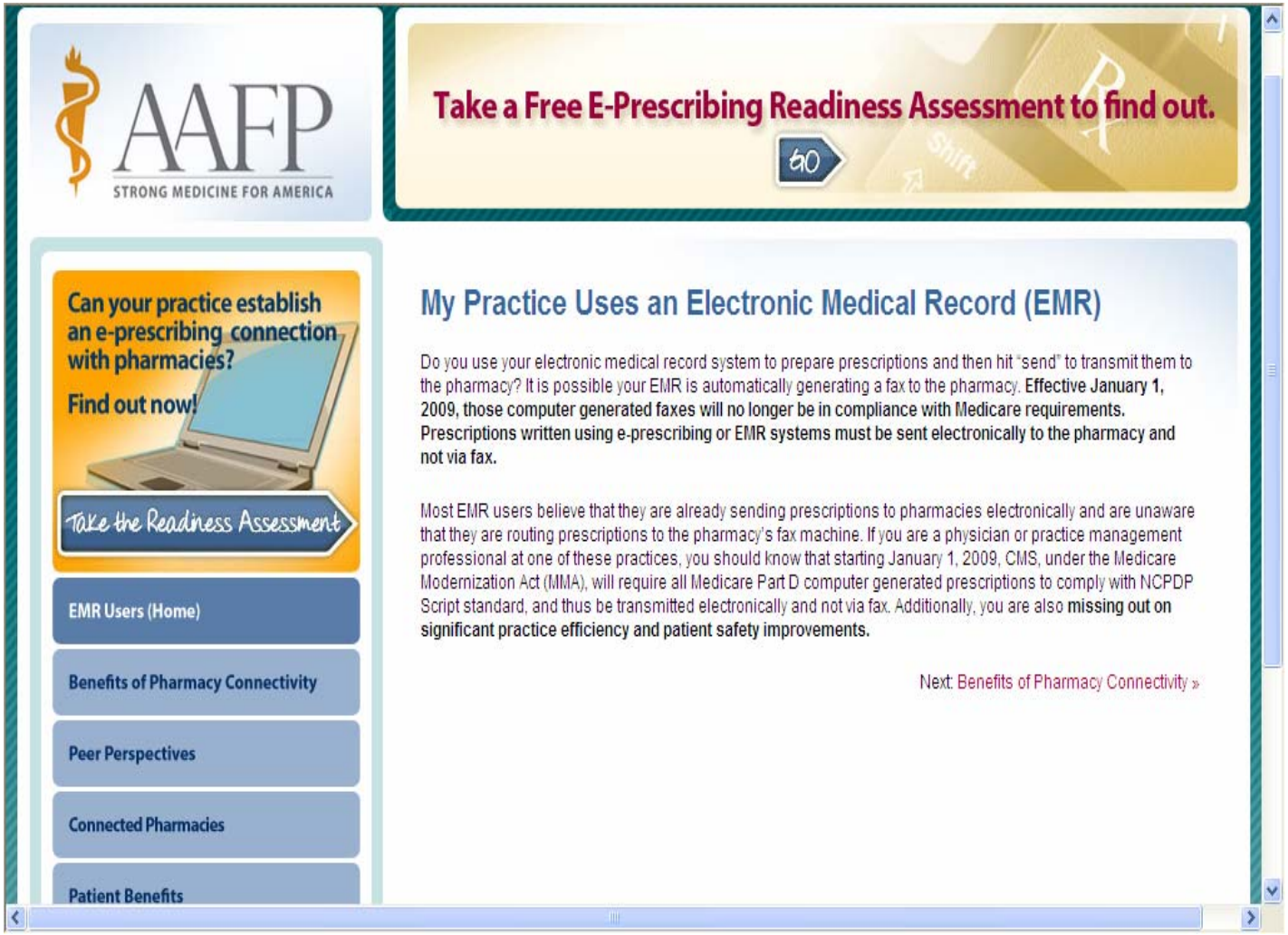
# Help us to drive physicians to www.GetRxConnected.com

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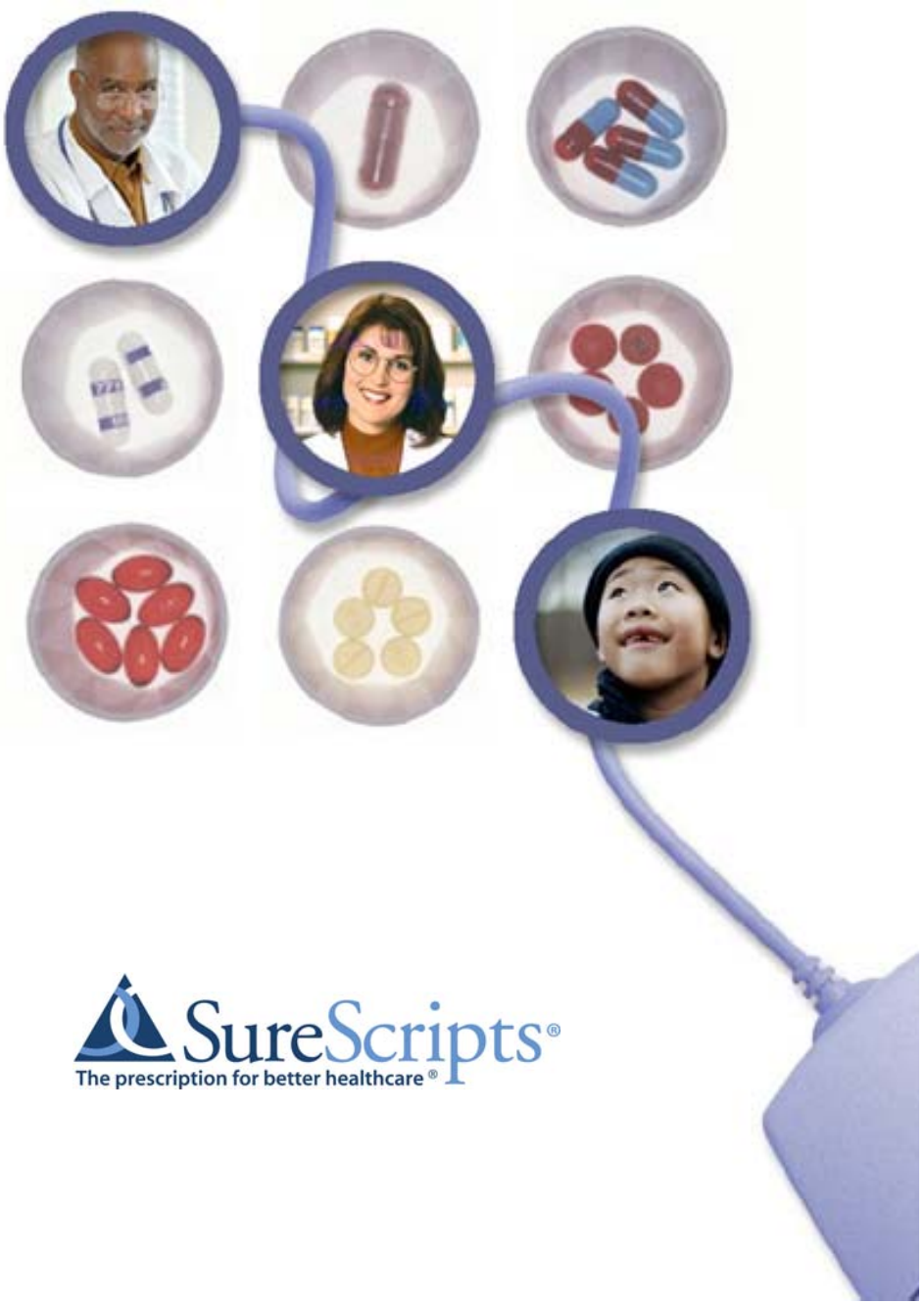
# 2008 In-Store Consumer Campaign



# National E-Prescribing In-Store Pharmacy Consumer Campaign

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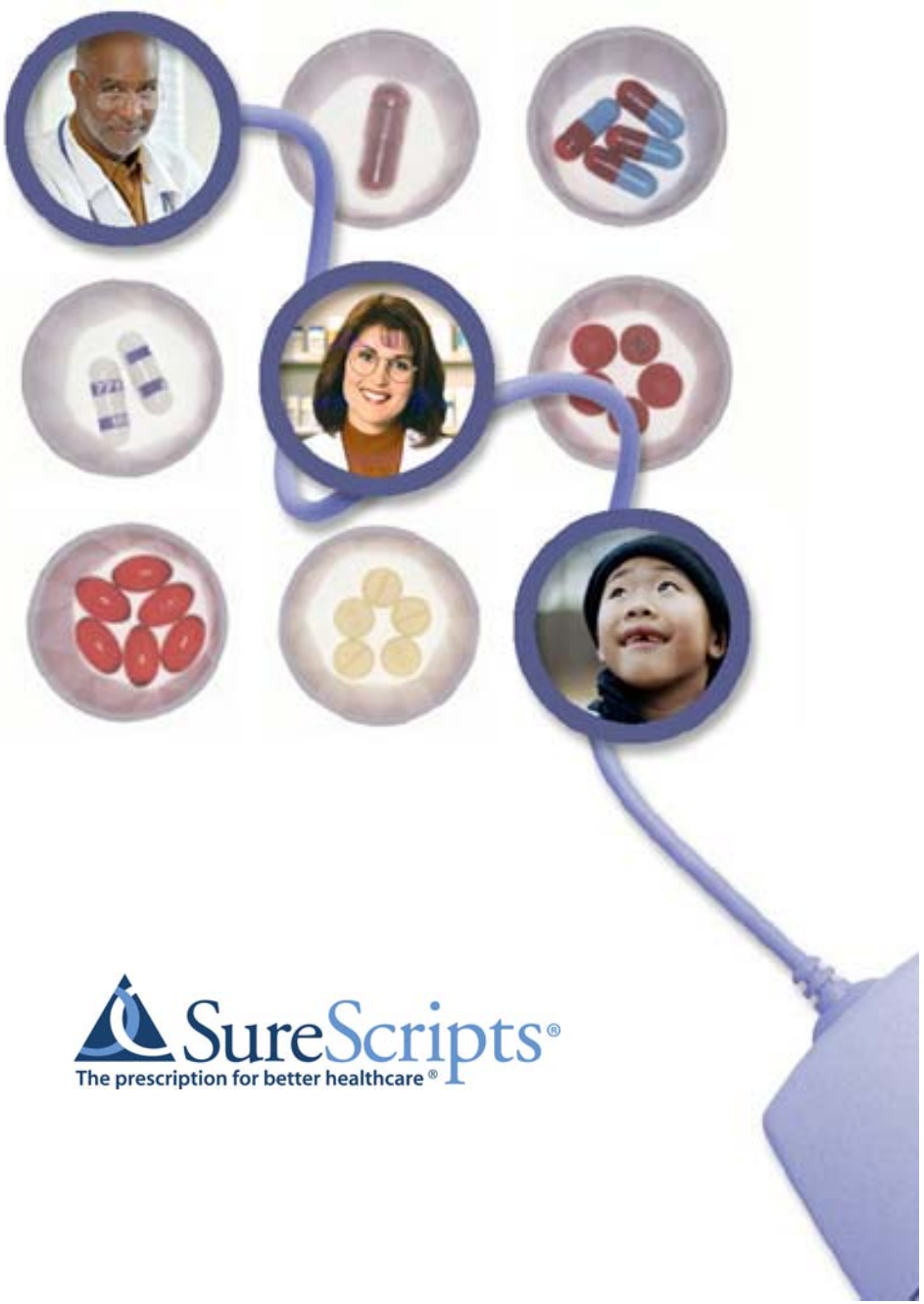
# Thank You!

*Questions?*

*Kate.Berry@SureScripts.com*