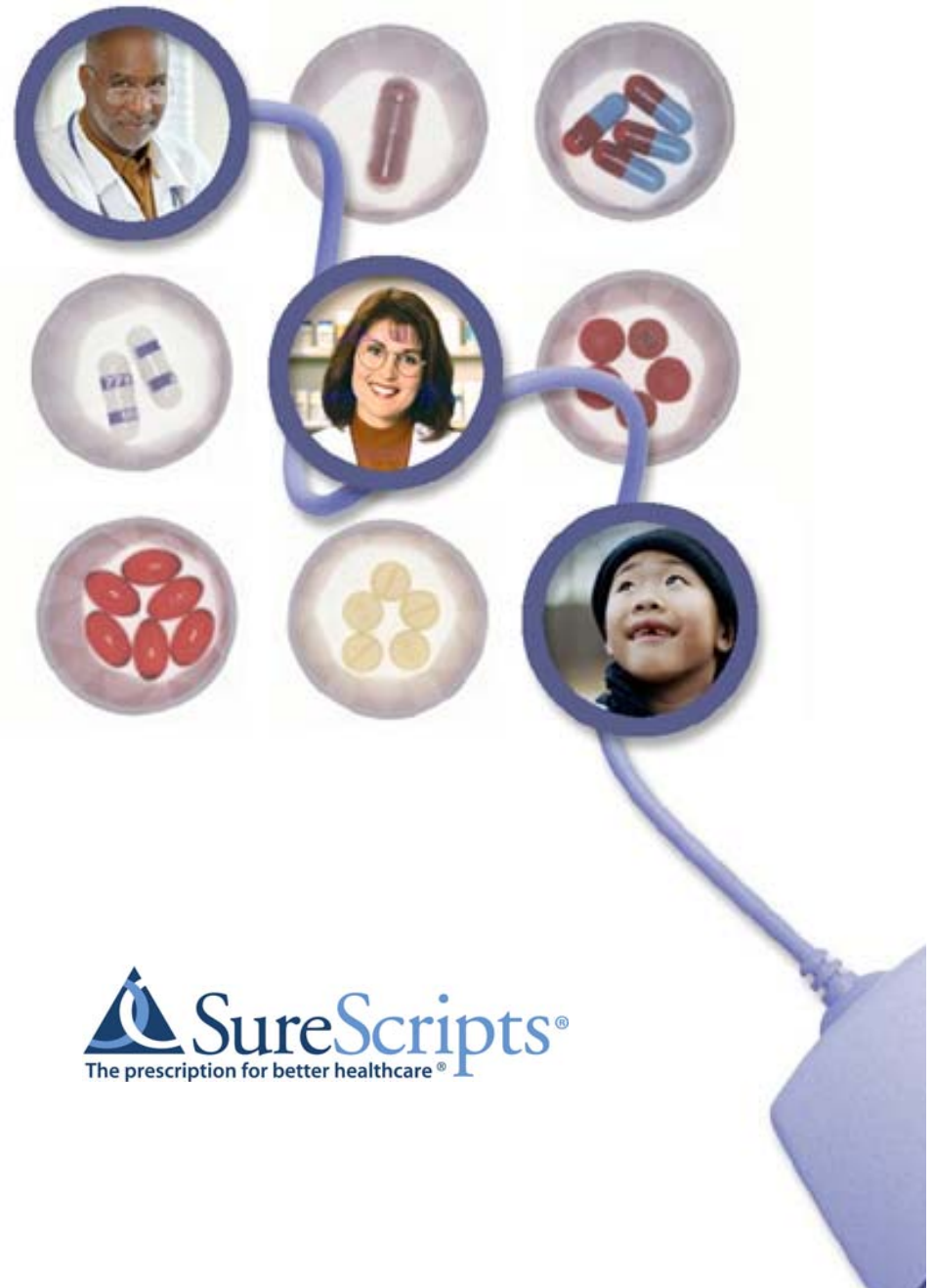


---

# National Progress Report on ePrescribing

---

*Healthcare Technology  
Network Meeting  
March 28, 2008*



 **SureScripts®**  
The prescription for better healthcare®

# 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



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

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



## 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

# The first step towards healthcare interoperability



# The first step towards healthcare interoperability

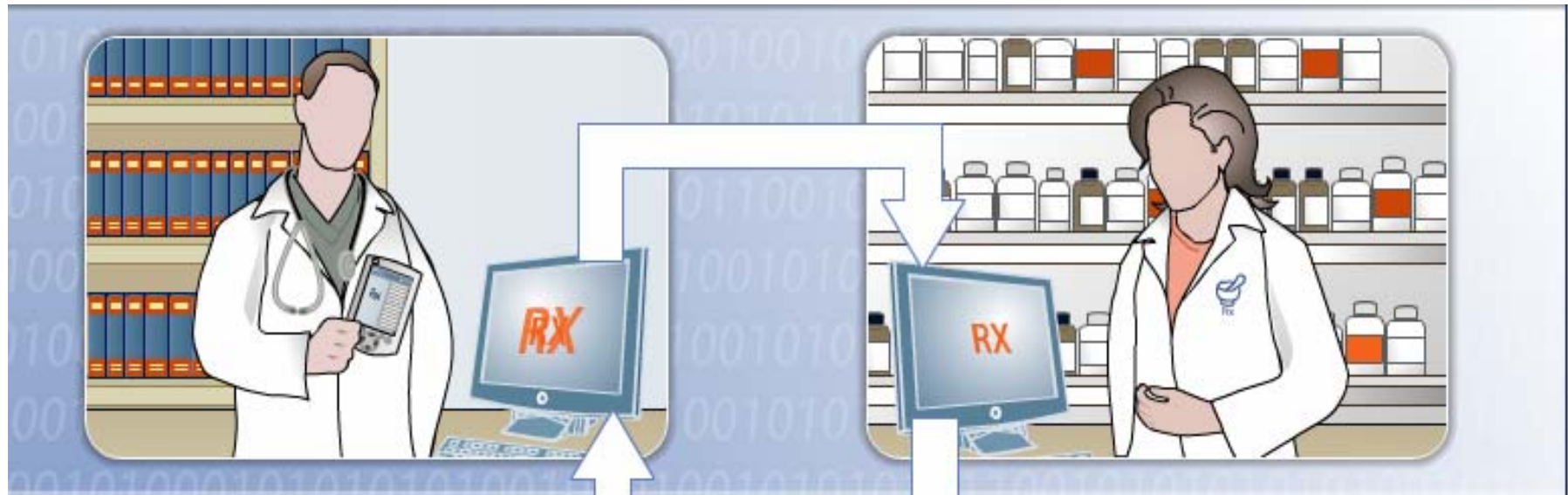
- ◆ No faxing... No paper... This is... E-Prescribing.



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



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



**Benefits of "true" e-prescribing**

1. It **saves time** for doctors and their staffs.
2. It **drastically reduces** the number of **faxes and phone calls** required for refill authorizations.
3. It sharply **reduces** pharmacists' requests for clarification on new prescriptions.
4. It provides **convenience** for patients.
5. It **improves patient safety** by **reducing the potential for medication errors** due to illegible or misread prescriptions and look-alike/sound-alike drugs.

# Why should physicians care? Is faxing really that bad?

## Answer: Only if you don't care about time and money

### ◆ MGMA

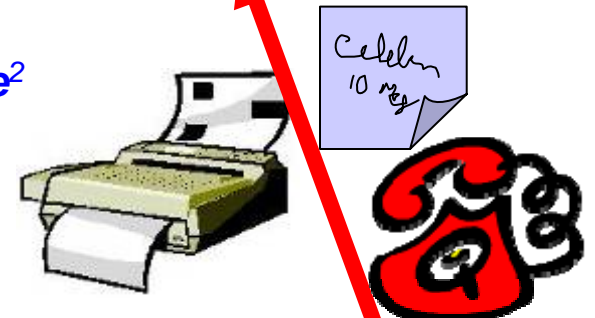
- E-prescribing with pharmacy interoperability can significantly reduce the **\$10,000 spent annually per physician** on phone calls with pharmacies related to prescription refills<sup>1</sup>

### ◆ SureScripts

- Refills management costs **\$50,000 a year/per practice**<sup>2</sup>
- Practices spend on average **4.78 to 4.92 hours/day** 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**<sup>3</sup>



(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

## Why should physicians care?

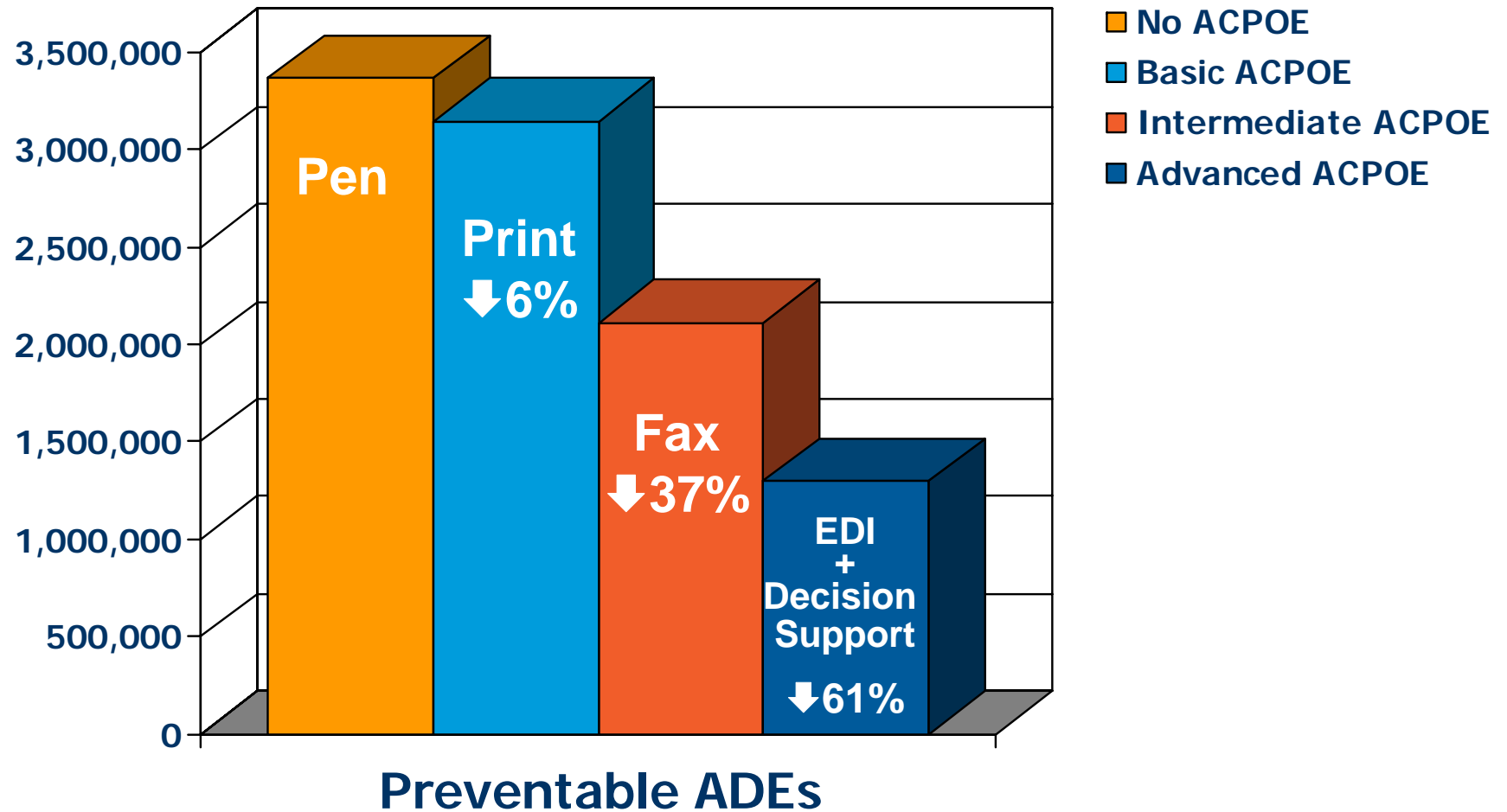
Answer: Because errors persist...putting patients at risk

- ◆ More than 1.5 million Americans are injured annually by medication errors. More than 25% of these injuries are preventable<sup>1</sup>
- ◆ 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<sup>1</sup>

<sup>(1)</sup> Institute of Medicine. Preventing Medication Errors, 2006



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



Source: Center for Information Technology Leadership

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**

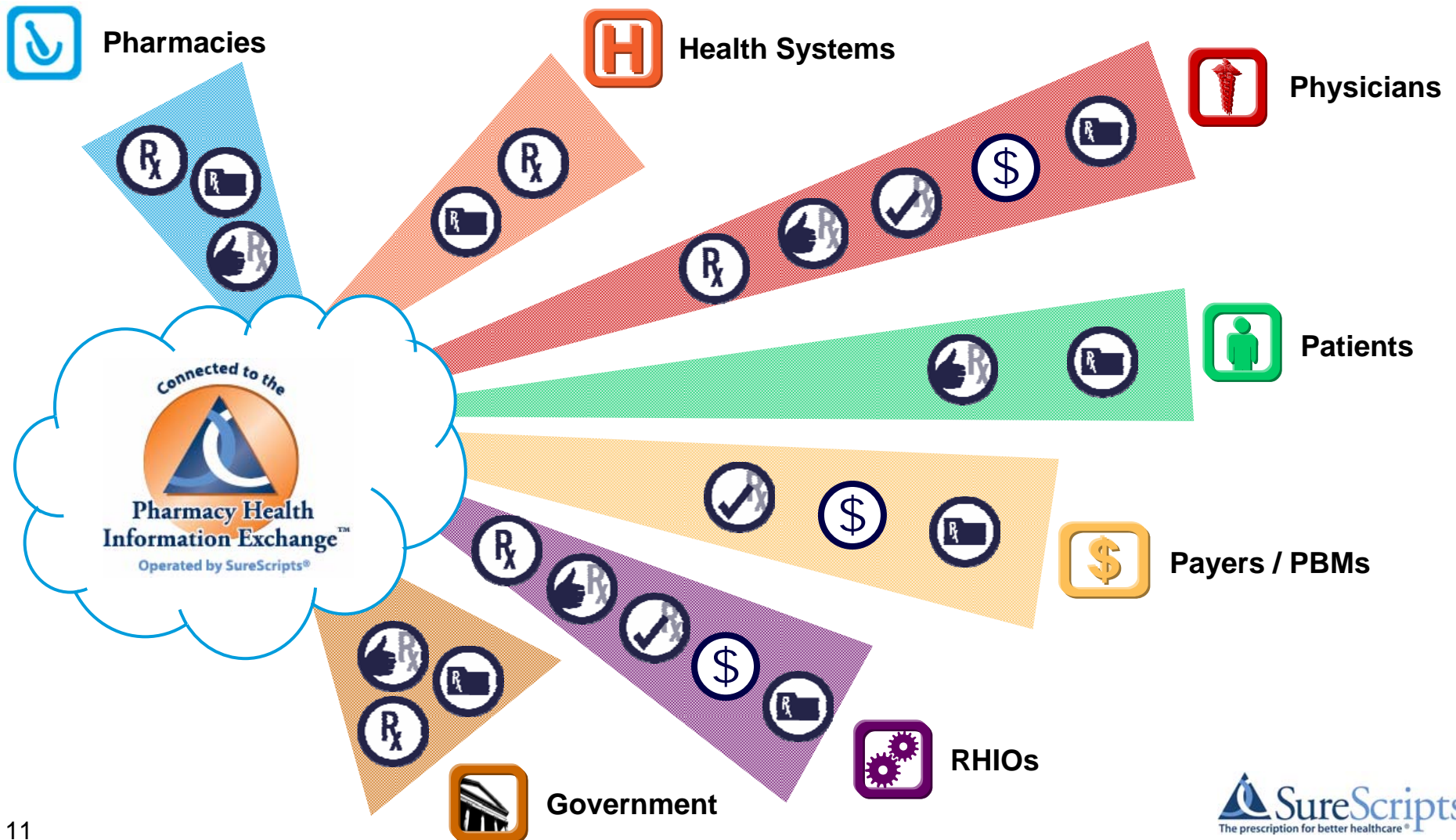


**Eligibility**



**Formulary**

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



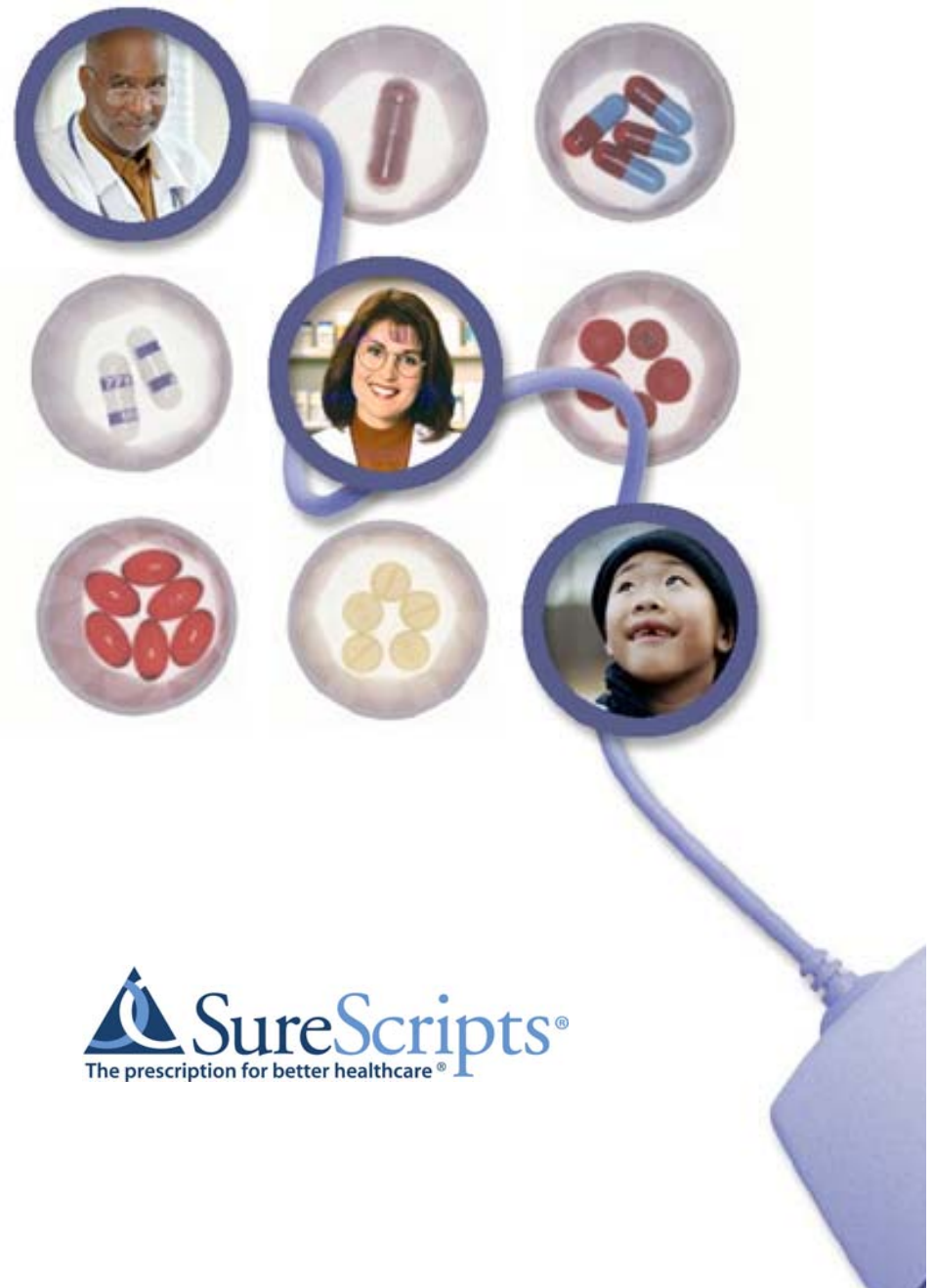
---

## National Progress Report on E-Prescribing

---

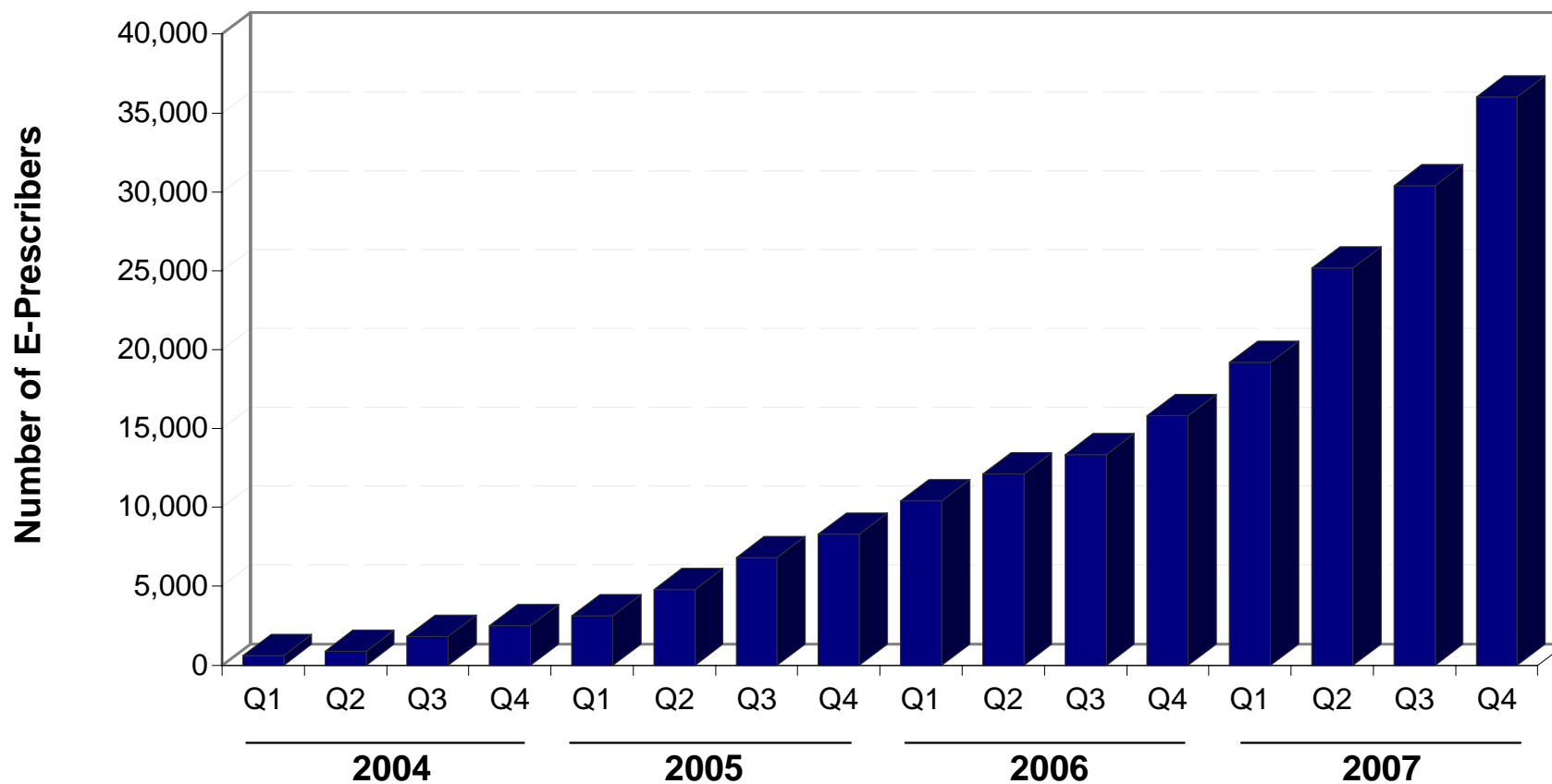
*Published by SureScripts,  
operator of the Pharmacy  
Health Information Exchange*

December 2007



 **SureScripts®**  
The prescription for better healthcare®

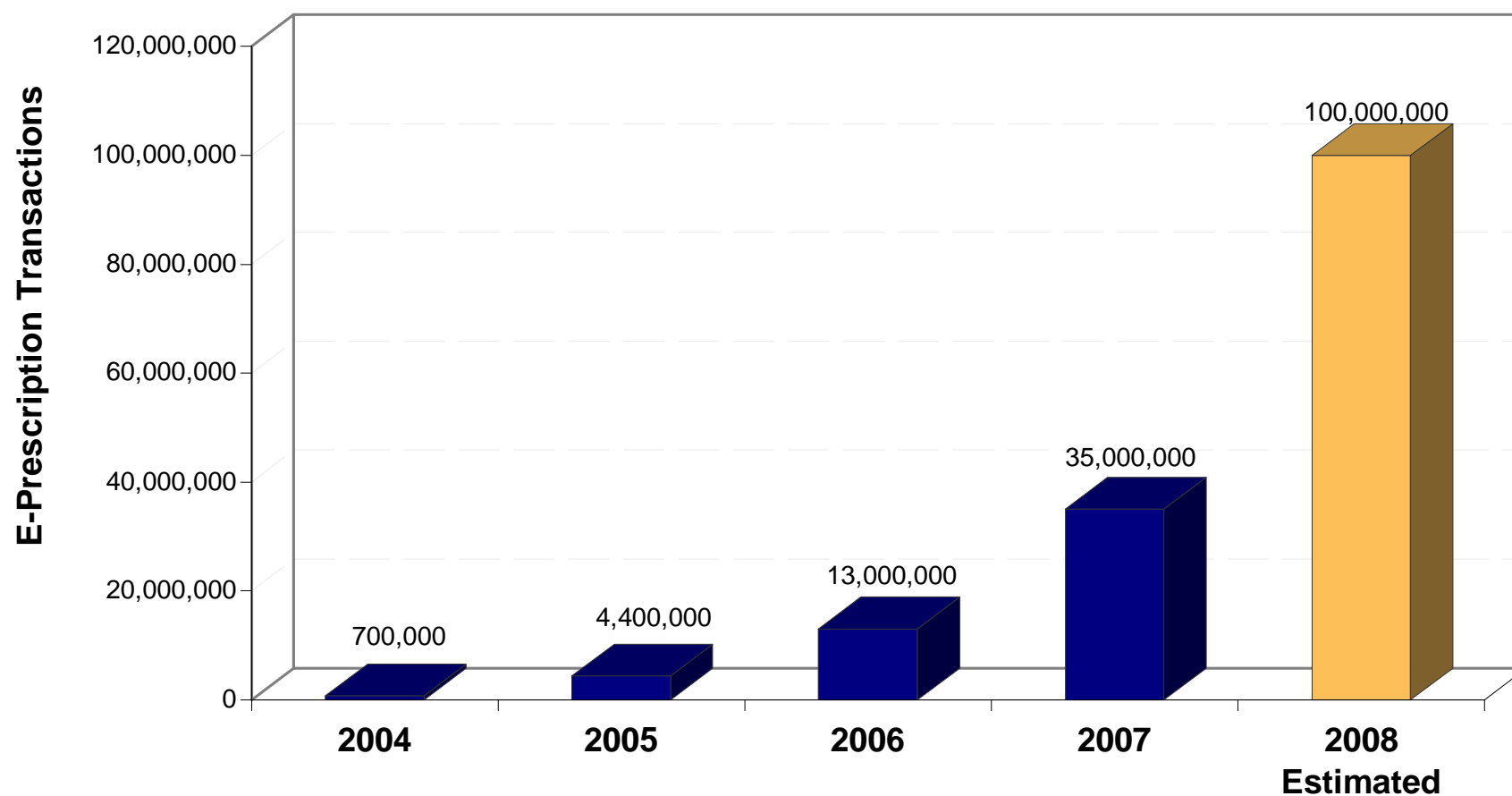
## E-Prescribers: Quarterly Growth



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

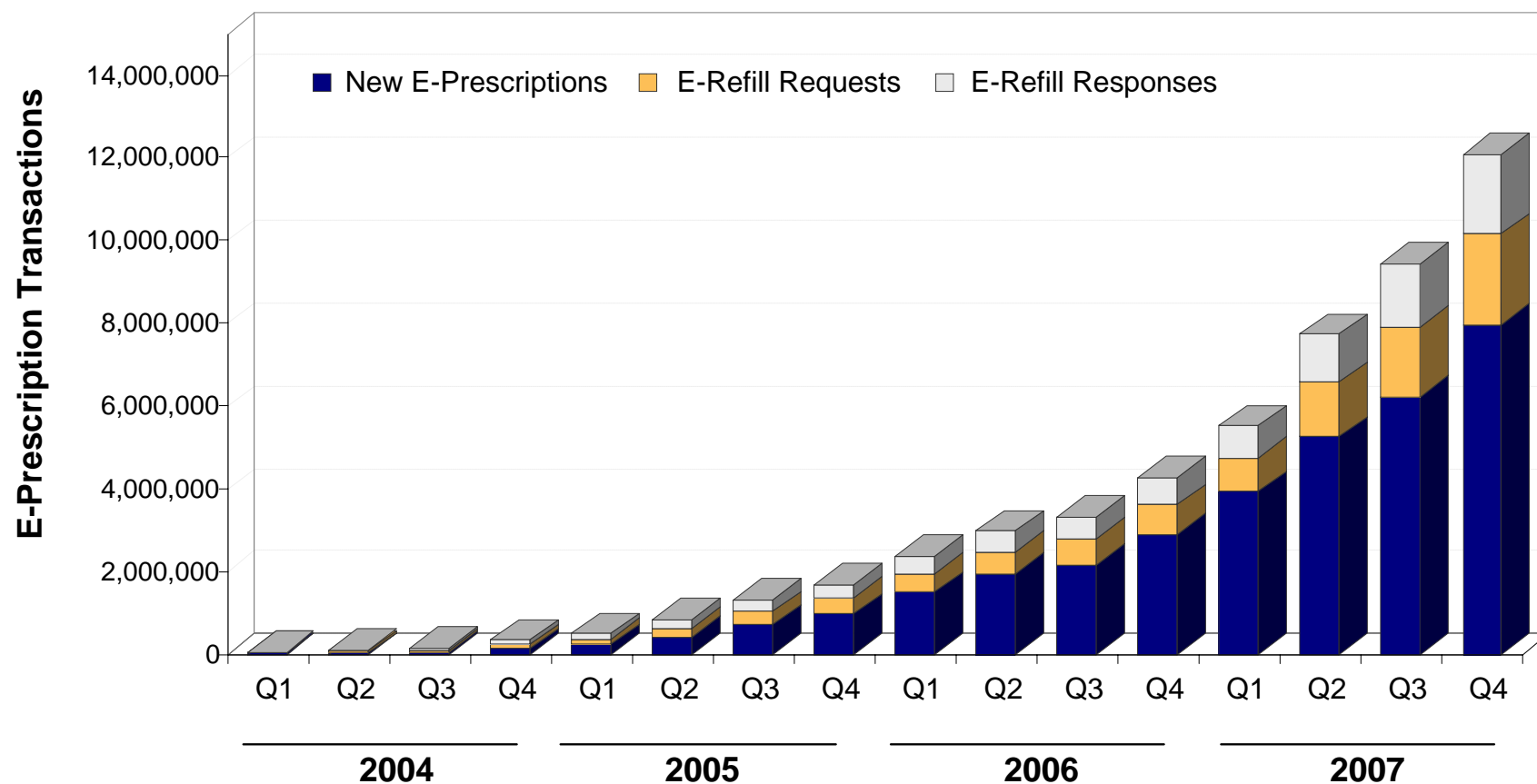


## E-Prescription Transactions: Annual Growth



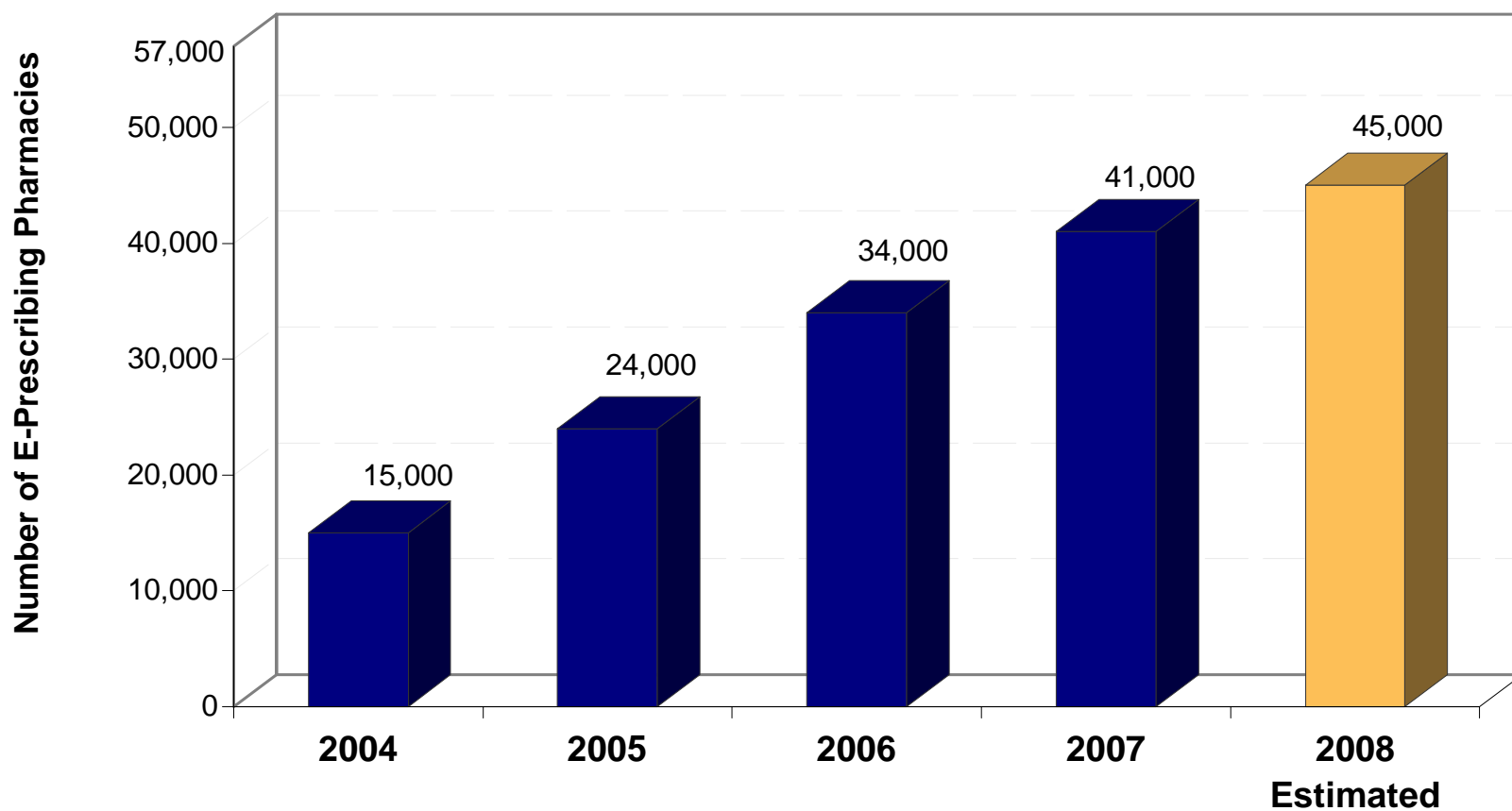
**Source:** Pharmacy Health Information Exchange, operated by SureScripts (December 2007).

# E-Prescription Transactions: Quarterly Growth



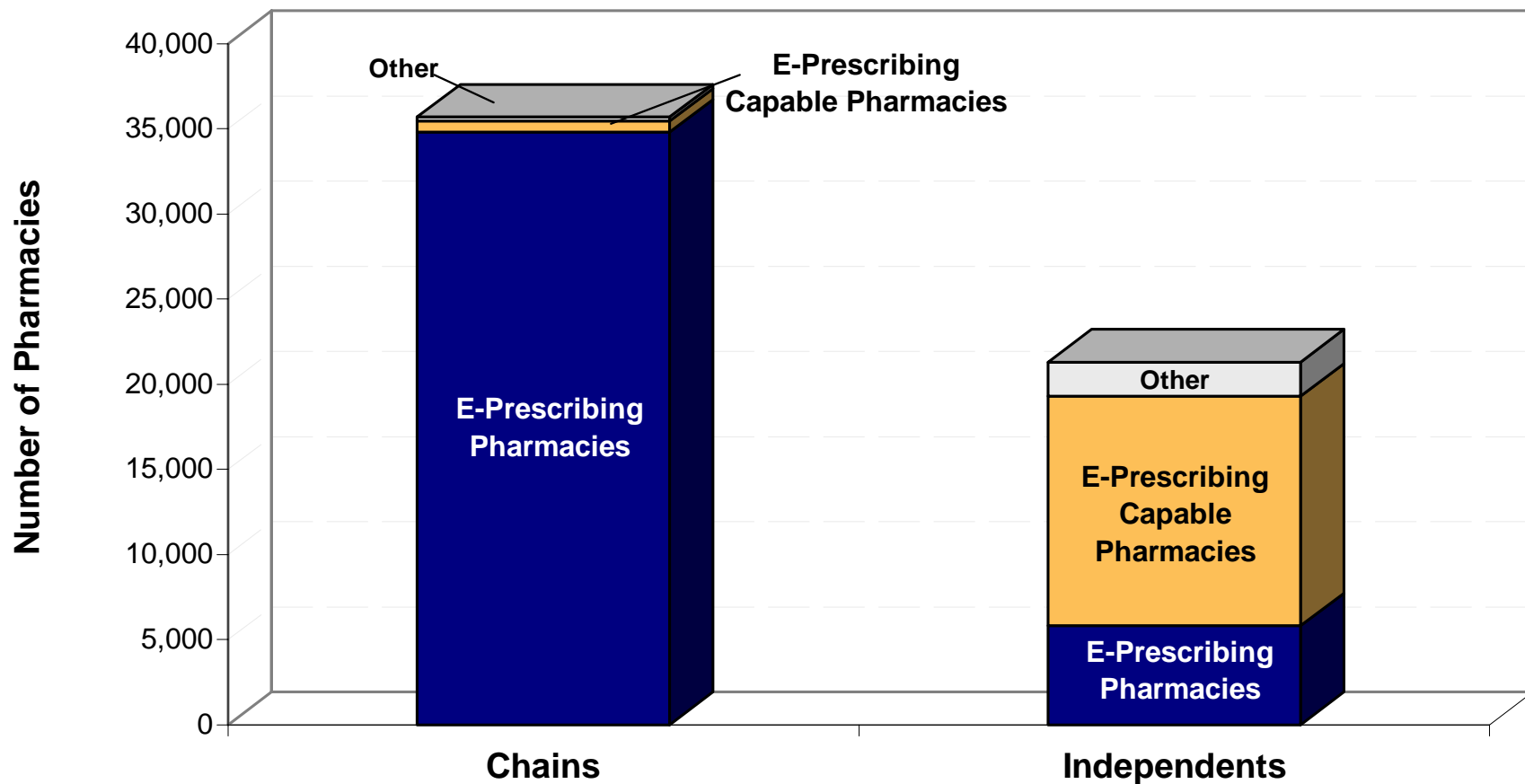
**Source:** Pharmacy Health Information Exchange, operated by SureScripts (December 2007).

## E-Prescribing Pharmacies: Annual Growth



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

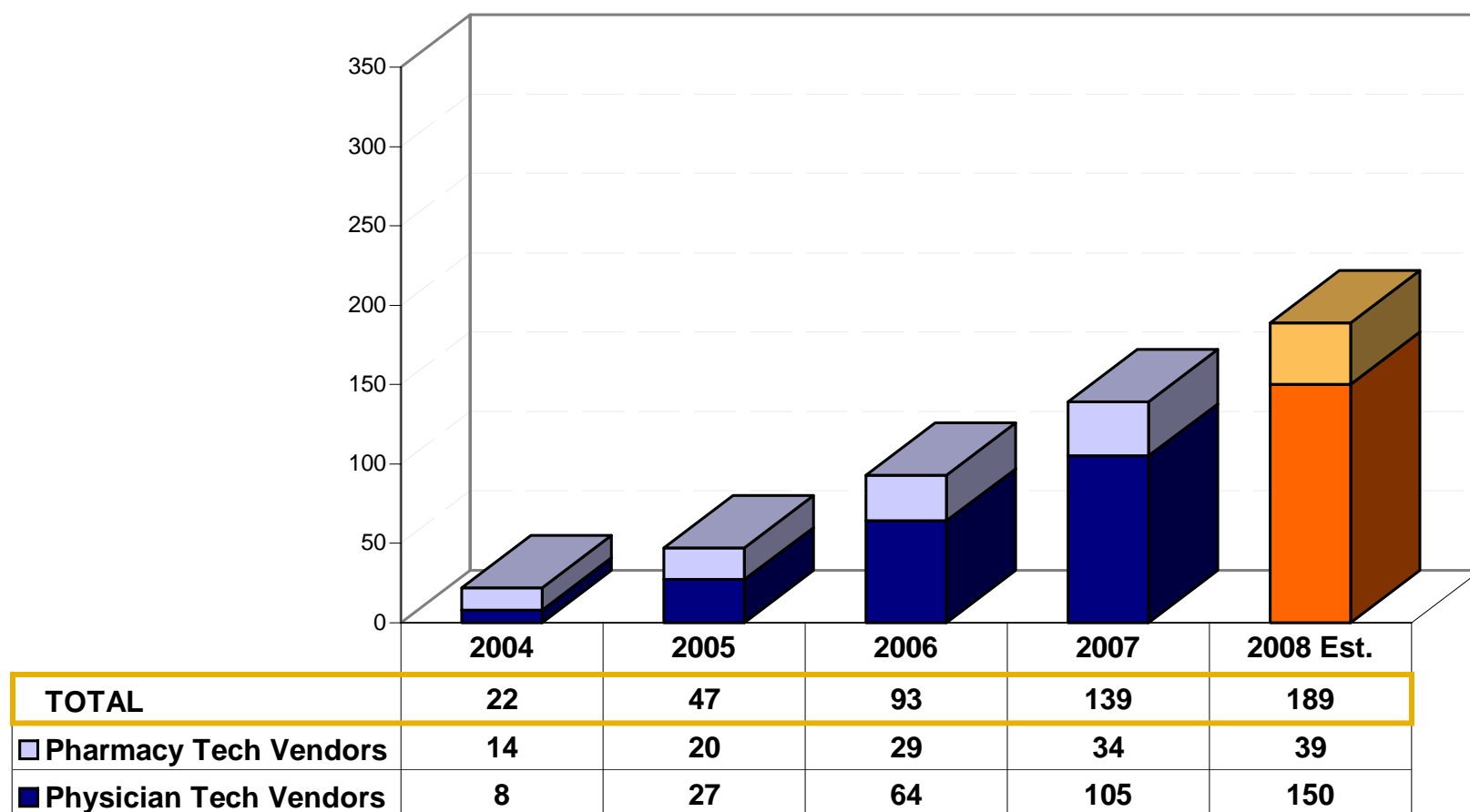
# E-Prescribing Pharmacies: Chains & Independents



**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.

# SureScripts Certified Pharmacy & Physician Technology Vendors



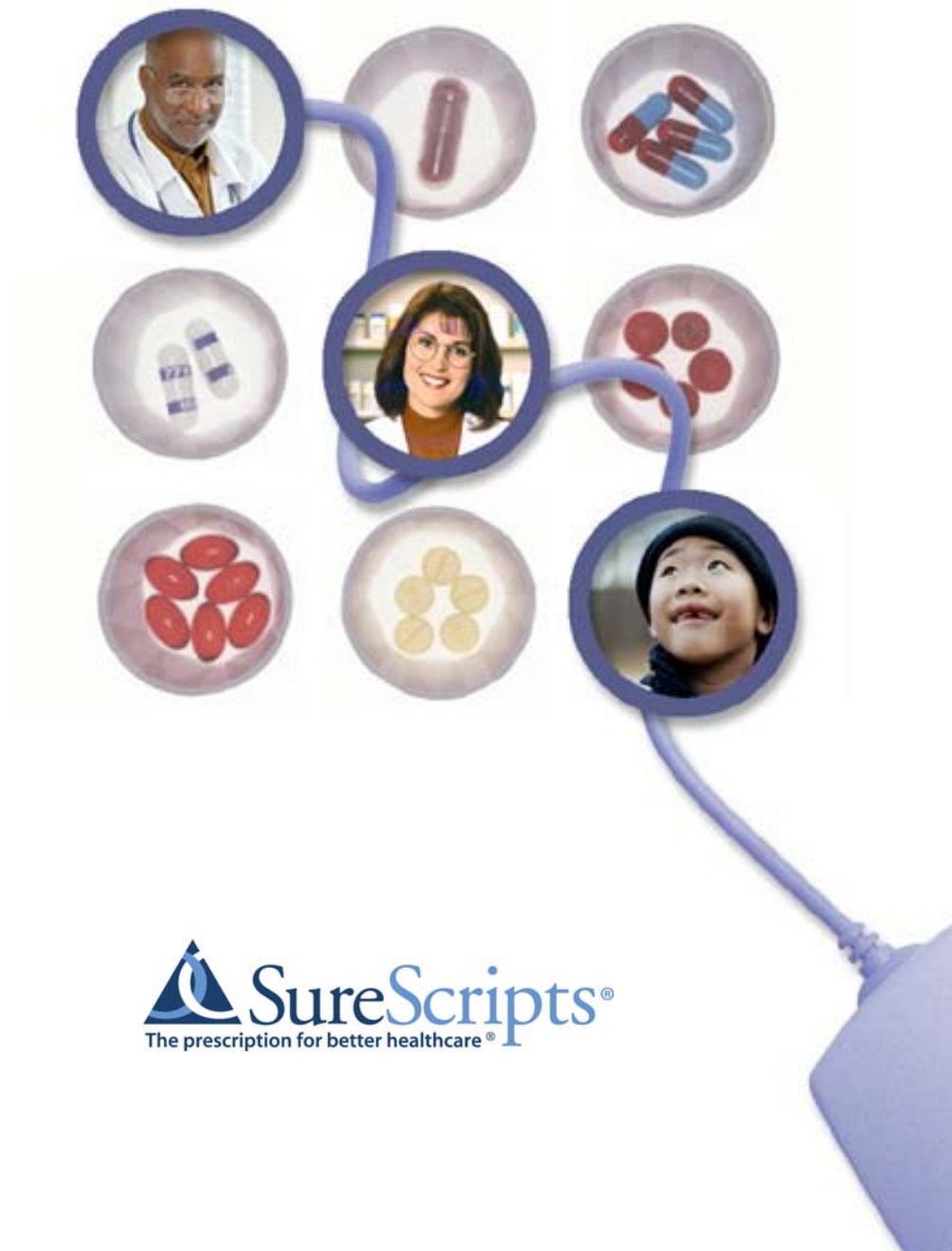
**Source:** Pharmacy Health Information Exchange, operated by SureScripts (December 2007).



---

## The 3<sup>rd</sup> Annual Safe-Rx Awards

---



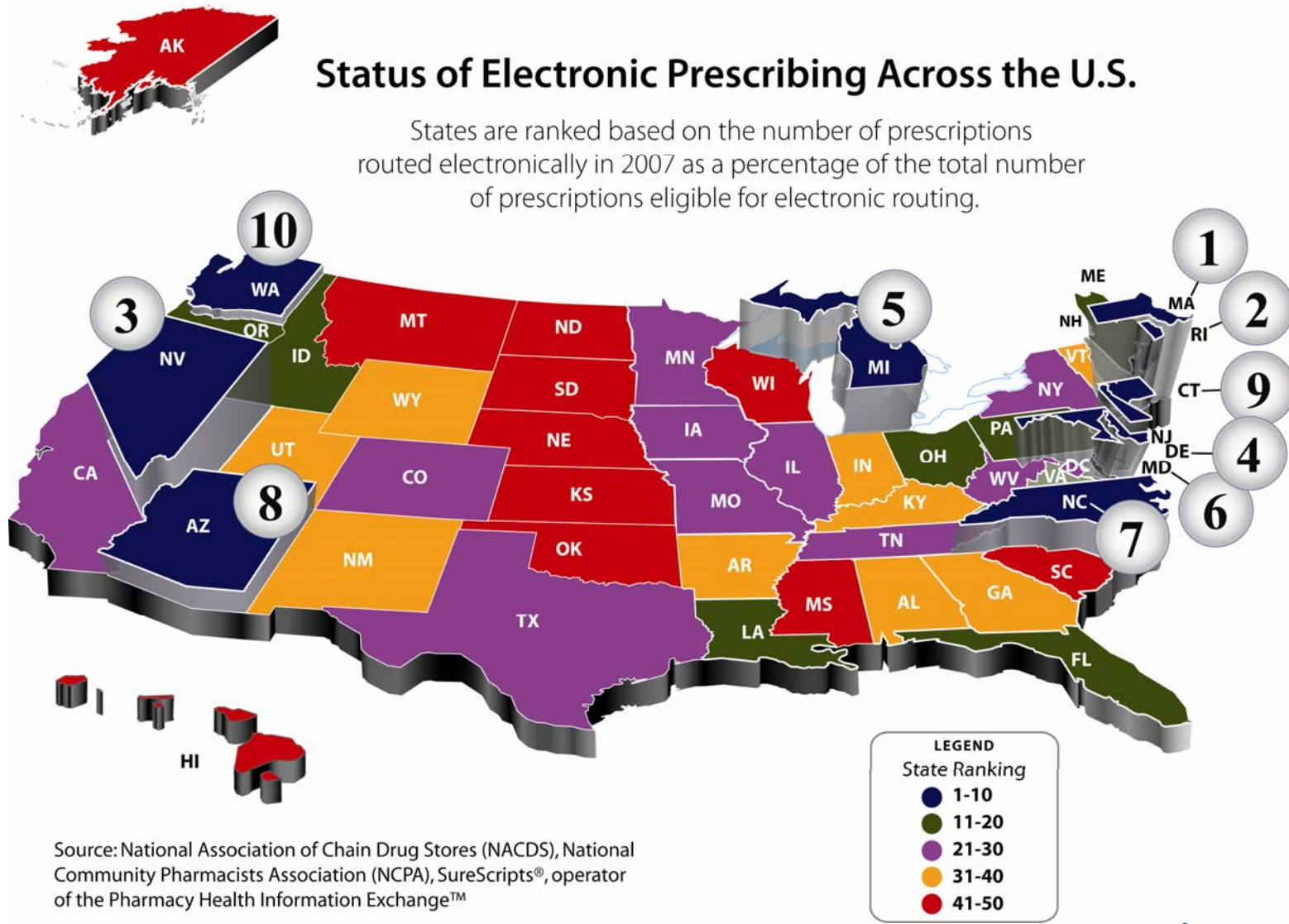
 **SureScripts®**  
The prescription for better healthcare®

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

# The 3rd Annual Safe-R Awards

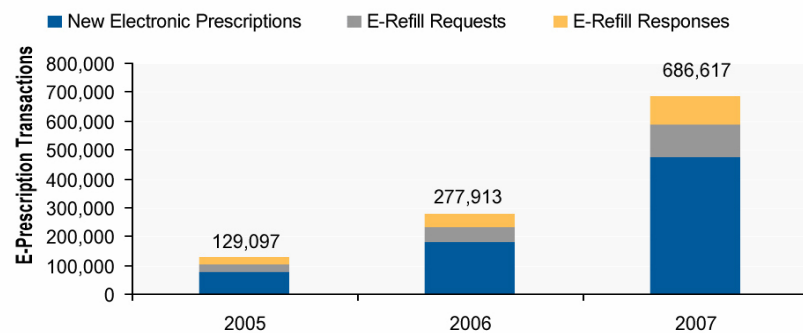


On Tuesday, March 4...at an event on Capitol Hill... we announced...

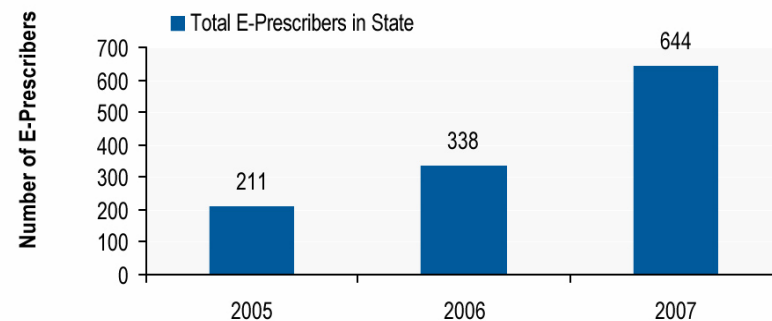


# Virginia Progress Report

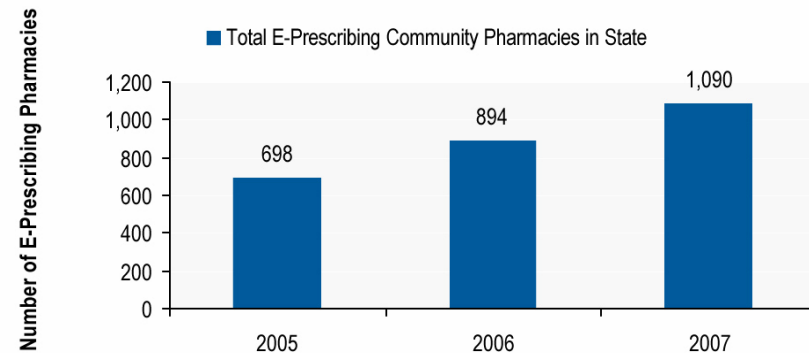
## Virginia E-Prescription Transactions — Annual Growth



## Virginia E-Prescribers — Annual Growth



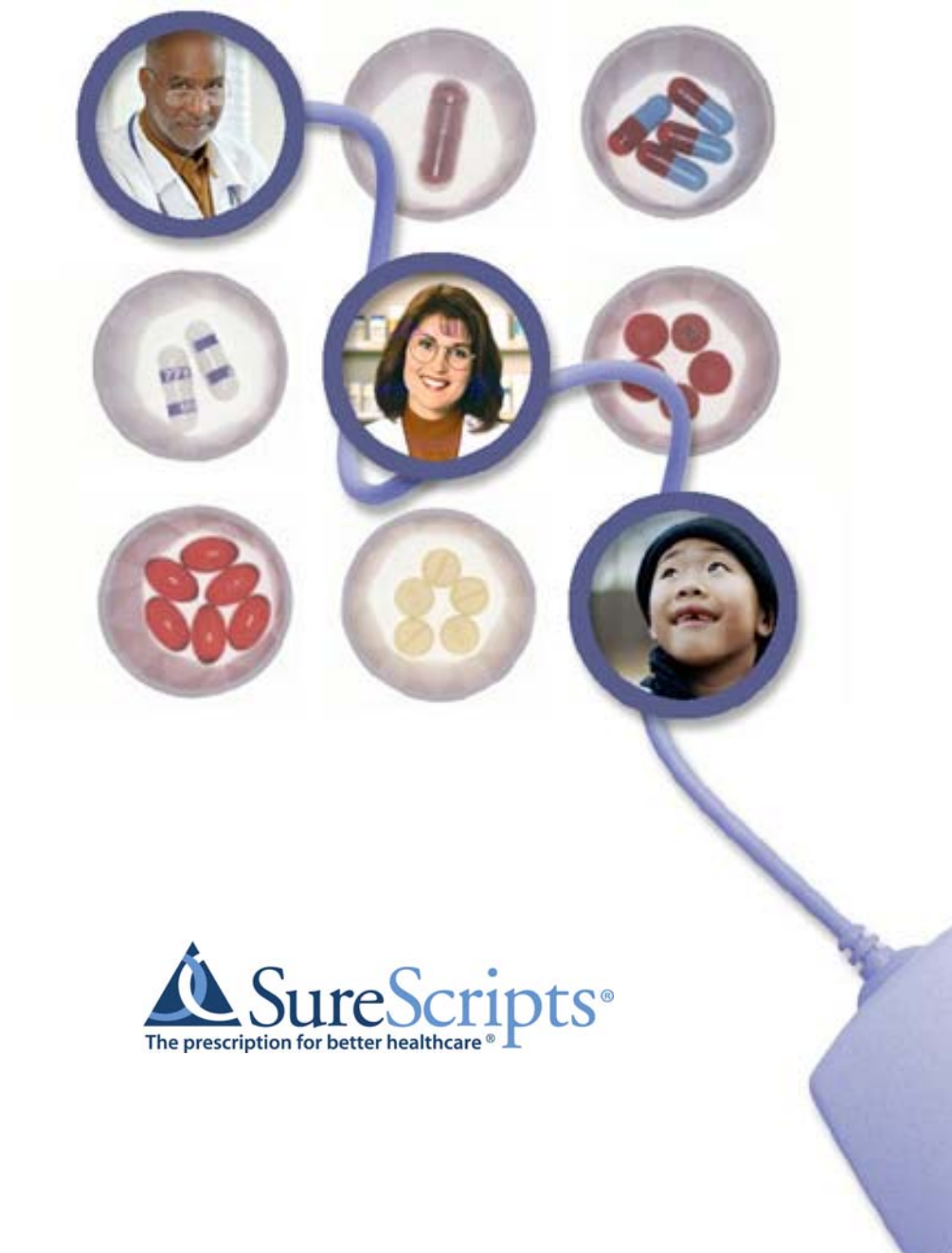
## Virginia E-Prescribing Pharmacies — Annual Growth



---

## The Get Connected Program

---



 **SureScripts®**  
The prescription for better healthcare®



## 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

Help us to drive physicians to [www.GetRxConnected.com](http://www.GetRxConnected.com)

THE CENTER  
*for*  
Improving Medication Management



American Academy  
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™



# Help us to drive physicians to [www.GetRxConnected.com](http://www.GetRxConnected.com)

**AAFP**  
STRONG MEDICINE FOR AMERICA

**Take a Free E-Prescribing Readiness Assessment to find out.**

Can your practice establish an e-prescribing connection with pharmacies?  
Find out now!

Take the Readiness Assessment

EMR Users (Home)

Benefits of Pharmacy Connectivity

Peer Perspectives

Connected Pharmacies

Patient Benefits

## My Practice Uses an Electronic Medical Record (EMR)

Do you use your electronic medical record system to prepare prescriptions and then hit "send" to transmit them to the pharmacy? It is possible your EMR is automatically generating a fax to the pharmacy. **Effective January 1, 2009, those computer generated faxes will no longer be in compliance with Medicare requirements.** Prescriptions written using e-prescribing or EMR systems must be sent electronically to the pharmacy and not via fax.

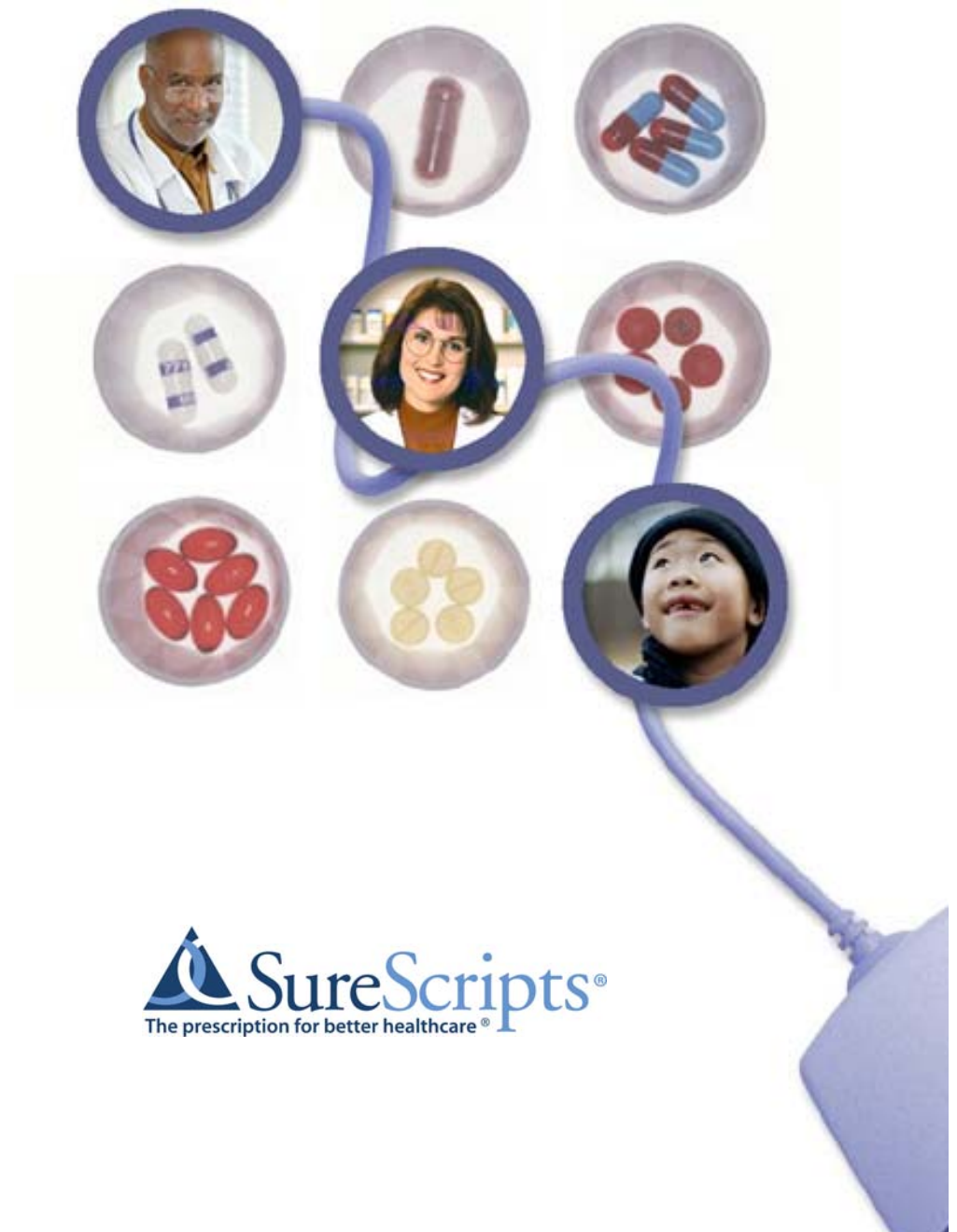
Most EMR users believe that they are already sending prescriptions to pharmacies electronically and are unaware that they are routing prescriptions to the pharmacy's fax machine. If you are a physician or practice management professional at one of these practices, you should know that starting January 1, 2009, CMS, under the Medicare Modernization Act (MMA), will require all Medicare Part D computer generated prescriptions to comply with NCPDP Script standard, and thus be transmitted electronically and not via fax. Additionally, you are also **missing out on significant practice efficiency and patient safety improvements.**

Next: [Benefits of Pharmacy Connectivity »](#)

---

## 2008 In-Store Consumer Campaign

---



 **SureScripts®**  
The prescription for better healthcare®

# National E-Prescribing In-Store Pharmacy Consumer Campaign



**e-prescriptions  
filled here.**

Connected to the Pharmacy Health Information Exchange™, operated by SureScripts®

## Give your prescription a head start.



- Arrives here before you leave your doctor
- No prescriptions to drop off
- Service provided at no cost

**e-prescriptions**

Visit [www.LearnAboutEprescriptions.com](http://www.LearnAboutEprescriptions.com)

Connected to the Pharmacy Health Information Exchange™, operated by SureScripts®

**Ask your doctor about e-prescriptions.**



---

# Thank You!

---

*Questions?*  
*Kate.Berry@SureScripts.com*

