

2005 eRx Collaborative Fact Sheet

About the eRx Collaborative

The primary goal of the eRx Collaborative, a joint effort of Blue Cross Blue Shield of Massachusetts (BCBSMA), Tufts Health Plan (Tufts HP), Neighborhood Health Plan and their technology partners DrFirst and ZixCorp is to promote ePrescribing adoption in Massachusetts. Through the eRx Collaborative, physicians and their clinical staff receive a limited-time sponsorship for ePrescribing hardware and software.

The eRx Collaborative believes strongly that this technology has the power to improve patient safety by allowing prescribers to:

- Access patient-specific drug histories to determine the patient's current and past prescriptions
- Create new and refill prescriptions electronically
- Send prescriptions for non-controlled substances directly to the pharmacy via fax or by Electronic Data Interchange (EDI) and/or print the prescription to paper
- Check for drug-drug and drug-allergy interactions
- Check for formulary coverage
- Access drug reference guide

What are the benefits of ePrescribing?

ePrescribing has been shown to:

- Enhance patient safety
- Improve office efficiency by speeding the refill process and reducing pharmacy callbacks
- Make the prescription process easier for patients by sending the prescription directly to the patient's pharmacy
- Increase physician and member satisfaction
- Improve formulary compliance

What do participating prescribers receive?

Prescribers who receive sponsorship through the eRx Collaborative may choose from one of several hand-held devices loaded with an e-prescribing software application. The device, a license fee, 6 months of Internet connectivity where applicable, and one year of service will all be funded through by the eRx Collaborative. Participants can also access a browser version of the software from any PC with Internet connectivity.

How can I find out more information?

ePrescribing devices are available to providers through the eRx Collaborative on a limited, first-come, first-serve basis. To find out more about the eRx Collaborative technology partners, you can contact them directly:

DrFirst: (888) 271-9898 ext 3.

ZixCorp: (800) 822-0675