

## ePrescribing Perspectives

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ELECTRONIC PRESCRIBING eNEWSLETTER

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brought to you by Anthony J. (Tony) Schueth, Point-of-Care Partners

<http://www.pocp.com>

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### INTRODUCTION

ePrescribing Perspectives is a bi-weekly eNewsletter that provides executives with an insider's view of trends, drivers and stakeholders relative to ePrescribing connectivity, content and commerce. This is the premier issue.

The distribution list includes executives in health care technology, pharmaceuticals, prescription and health insurance, pharmacies, physicians/groups, lab companies, and other organizations with a stake in electronic prescribing. The eNewsletter's goal is to help executives suffering from "information overload" stay on top of this dynamic and influential niche by providing focused, strategic content.

### IN THIS WEEK'S ISSUE:

1. Trend: ePrescribing goes DTC
2. EMR Prescription Writers Increasing Functionality
3. Will Government Drive ePrescribing?

#### 1. Trend: ePrescribing goes DTC

Since 1998, pharmaceutical manufacturers have doubled their investment in direct-to-consumer (DTC) advertising, spending \$2.5 billion in 2002. They're willing to make this investment because studies have found that 33% of patients will talk to their doctor about a drug and strongly influence over physician's prescribing decisions. Some ePrescribing stakeholders are beginning to apply this strategy toward driving demand for their software.

-> During May, Tufts Health Plan ([www.tufts-health.com](http://www.tufts-health.com)), CVS/Pharmacy ([www.cvs.com](http://www.cvs.com)) and WCBV-TV Channel 5 have been running 30-second public announcements in the Boston, MA metropolitan area designed to educate consumers about a number of pharmacy-related topics including electronic prescribing. These spots have been airing during the 6 pm television news.

According to insiders, the initiative has had a positive impact on demand for ePrescribing solutions. Tufts partners with its pharmacy benefit manager (PBM), AdvancePCS ([www.advancepcs.com](http://www.advancepcs.com)), and is currently working with two technology partners, PocketScript, LLC, ([www.pocketscript.com](http://www.pocketscript.com)) and iScribe ([www.iscribe.com](http://www.iscribe.com)).

-> In May, Medix Resources ([www.cymedix.com](http://www.cymedix.com)) announced a strategy to distribute its new Palm-based healthcare connectivity solution nationally via the Internet. The rollout is supported by cable television advertising, CEO Darrel Cohen announced during Medix investor conference call. The ads will target patients and begin airing mid-July in 30 of the top 100 markets around the country. Mr. Cohen has been at the Medix helm for 9 months and comes from the cosmetics industry, where he successfully applied similar strategies and tactics.

Mr. Cohen said the Medix offering will be wireless and on the Palm operating system. In March 2003 Medix acquired the ePhysician system, which has a nonwireless Palm-based ePrescribing application, charge capture and the Drug Facts & Comparisons reference. Medix will also be partnering with Rx Hub ([www.rxhub.net](http://www.rxhub.net)), a content provider and connectivity hub founded by the three largest PBMs – AdvancePCS, Express Scripts and Medco Health Solutions.

#### 2. EMR Prescription Writers Increasing Functionality

Prescription writers have always been a must-have for Electronic Medical Records (EMRs), as the prescription is

