

National electronic prescribing still online with new Fred Health initiative

Fred Health is launching a new initiative called eRx Script Exchange to develop national electronic prescribing. In partnership with Simpl (New Zealand) and Microsoft Australia, the new initiative will create a secure, encrypted gateway for pharmacies and doctors to exchange prescriptions electronically.

Paul Naismith, CEO of Fred Health says, "Electronic prescribing is such a vital step in providing the best care for patients, through improved accuracy and efficiency of prescribing. Our new partnership with Simpl (New Zealand) and Microsoft brings invaluable international expertise and backing in building a national electronic prescribing platform that is genuinely secure and protects patient privacy and choice."

"Fred Health is committed to ensuring that there is an open national platform available to all doctors and pharmacies whatever software they use. We would like to see as many IT vendors as possible take part in this, and our door will remain well and truly open for others to do so."

Simpl CEO Bennett Medary says the initiative is an excellent example of the health sector taking the lead in a health connectivity initiative where the desire to improve patient outcomes is top priority. "Health connectivity should be all about the patient; finding ways to improve their relationships with the health community so that they can live longer, healthier lives," says Mr Medary.

"We are committed to using our connectivity expertise and partnership with Microsoft anywhere in the world where we can improve patient/health relationships and help people take stronger management of their health future."

Dr. David Dembo, Leader, Health and Human Services, Microsoft Australia, says, "Microsoft has a well positioned ecosystem of Health and Social Services Partners, such as Fred and Simpl, with significant expertise in Health and Healthcare transformation. We support and applaud the bold efforts that our partners are making that bring genuine innovation across health care and social services. eRx Script Exchange is a great example of our partners improving the delivery of healthcare services for consumers."

eRx Script Exchange is founded on the core values of providing a secure, encrypted web gateway which improves the accuracy and efficiency of prescribing, while protecting patient privacy and choice:

- Enabling doctors to electronically send prescriptions to a fully encrypted hub for retrieval at a patient's pharmacy of choice
- Providing a universal platform, so that all doctors, medical facilities and pharmacies throughout Australia can access it, no matter what software they use
- Encrypting and securely storing prescriptions for retrieval directly into a pharmacy's computer software, which means that there is no access to patient information or prescription details
- Providing secure access codes for doctors and pharmacies
- Preserving patient choice, rather than directing scripts to particular pharmacies
- Observing all privacy laws and regulations
- Improving handling of owing scripts and retrieval of repeat scripts





Mr Kos Sclavos, National President, Pharmacy Guild of Australia says “Having supported the original ScriptX proposal we are keen to back this new initiative as it extends the key elements of patient choice, security and performance. Our support includes purchasing the first 10 million eRx Script Exchange transactions for our members. With Community Pharmacy’s track record of successful implementation of eHealth measures, this important initiative will deliver better health outcomes to all Australians.”

eRx Script Exchange is due for launch Australia-wide by mid 2009.

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About the companies

Fred Health

A PCA NU Systems Pty Ltd company, Fred Health is Australia’s largest IT solution provider to the pharmacy industry, servicing more than 2,500 pharmacies with the market leading Dispense, and broadband. The company has extensive in-house pharmacy expertise, and designs and develops business-wide solutions for pharmacy including POS, back office management and offsite data backup. Fred has 140 staff around Australia, with offices in Melbourne, Sydney, Adelaide, Perth and Brisbane, and national service and support and help 7 days a week.

Fred Health played an important role in preparing for implementation of PBS Online and was a founding partner in the establishment of PharmX, which provides a web-based ordering exchange between pharmacies and suppliers.

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realise their full potential.

About Simpl

Founded in 1994, Simpl New Zealand Ltd is a privately-owned software services company providing strategic consulting, project management, customer interaction solutions and software development to customers in New Zealand and across the globe. Simpl is actively involved in the promotion of health connectivity and works with the “Integrating the Healthcare Enterprise” (IHE) profiles in the United Kingdom, where Simpl is the supplier co-chair of the IHE IT Infrastructure Technical Committee. For more information, please visit www.simpl.co.nz.