

MEDIA RELEASE

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FRED applauds National E-Health Strategy

Fred Health today came out in support of the Australian Government's new National E-Health Strategy, released at the Australian Health Ministers Conference on 12 December.

Paul Naismith, CEO of Fred Health, says, "Fred Health fully supports an approach that sees pharmacists and prescribers taking a major role in advancing e-health in Australia.

Fundamentally, this is an issue of improving patient care and reducing potential hospital admissions, and it is essential that GP and pharmacy health providers are part of that change. We are confident that the National E-Health Strategy is a significant step in further improving healthcare outcomes for Australians."

Fred Health is leading a private initiative of health and pharmacy companies – including Microsoft Australia and Simpl New Zealand – to develop eRx Script Exchange, a national platform for exchanging scripts between GPs and pharmacists.

"We are pleased to see e-prescribing as one of only two high priority national solutions. We have invested significantly in a national e-prescribing platform simply because we believe that this is a vital step in providing the best care for patients, through improved accuracy and efficiency of prescribing."

"The roadmap for e-health outlined in the National E-Health Strategy advocates a common sense, incremental approach. We fully endorse an approach of allowing for competitive innovation while at the same time understanding the need for national guidance and investment funding to start and adopt new technologies.

eRx Script Exchange will provide prescribers and pharmacies with a scalable, secure e-prescription gateway. It is due for Australia-wide launch in April 2009.

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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.