



MEDIA RELEASE

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40% growth in eRx transactions in 2011

Electronic prescription use has soared throughout 2011, with eRx Script Exchange transactions growing by 40% overall and this week hitting a new record of 750,000 prescriptions dispensed in any one day.

This significant growth means that the improved safety and efficiency benefits of electronic prescriptions are reaching more and more Australians.

Electronic dispense transactions have peaked in the lead up to Christmas, with eRx set to achieve a second milestone of more than 4.2 million dispensing transactions in a single week during this pre-Christmas week. This Friday, traditionally the biggest dispensing day of the year, together with the rush to beat the safety net year-end deadline, are also likely to contribute towards several new records by the end of 2011.

According to David Freemantle, General Manager eHealth for Fred IT Group, "These numbers are significant in that they show the ever-widening network of GPs and pharmacies utilising the electronic transfer of prescriptions. We have seen soaring numbers of GP and pharmacy users and ePrescription transactions this year, and in 2012 we will focus on increasing the participation of doctors and pharmacies even further. This will enable the full benefits of the end-to-end eRx experience, meaning more health users receiving the full prescribing-dispensing cycle of safety improvements and efficiencies."

The 4.2 million dispense transactions includes originals and repeats dispensed manually as well as those scanned using the eRx barcode that are sent to eRx. More than 95% of dispense transactions are carried by eRx at no charge to the pharmacist, doctors or the government under the current 5CPA funding agreement with only full end to end doctor initiated scripts currently funded.

David Freemantle said, "The past two years have demonstrated that integration of Australia's leading GP and pharmacy desktop vendors brings productive and patient-centred benefits to Australian health consumers. Developments in 2012 will concentrate on further benefits through integration, including sending and fulfillment of electronic requests for owing prescriptions to further streamline and enhance the owing script processes."

At the core of eRx's ability to provide such services is the full integration of eRx into our vendor partner's clinical systems which means that we can deliver dispense and owing prescription requests directly into GP clinical vendor software. We thank our vendor partners for their continued investment in and commitment to improving eHealth via eRx. We would also like to thank all the eRx sites for their support during the year.

According to David Freemantle, "Combined with eRx's involvement in the MedView (PCEHR Wave 2) project for the provision of consented ePrescription data to allow a consolidated view of medications history, eRx continues to take significant steps towards enhancing the future of eHealth in Australia."

For further information please contact:

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About eRx Script Exchange

eRx Script Exchange is an industry-driven initiative designed to improve health outcomes for all Australians. Led by pharmacy IT specialist Fred Health, it brings together expertise in the e-health needs of pharmacists, GPs and medical practitioners. eRx Script Exchange utilises the development expertise of health exchange specialist Simpli NZ, Microsoft Australia, and HP. eRx Script Exchange is fully endorsed by the Pharmacy Guild of Australia.