October 24 2013

National launch of eRx Express app for easier and more secure script ordering

eRx Script Exchange today launched eRx Express, a free app that for the first time allows people to order scripts by smart phone whilst also securely connecting with eRx's national eScripts network of 15,500 GPs and 4,100 pharmacies.

This is the first time that a mobile pharmacy app has connected directly into pharmacy dispensing software and the national eRx eScripts network. This means that people can scan and pre-order their medicines safe in the knowledge that

- Scanned prescriptions are exactly as provided by the GP
- Improved patient safety and dispensing efficiency benefits of eScripts apply
- Customers can pre-select collection at a time and date that suits, reducing waiting time in the pharmacy

The new app was launched today by Kelly O'Dwyer MP, Federal member for Higgins and George Tambassis, National President of the Pharmacy Guild of Australia, at Exhibition Pharmacy in Melbourne.

Kelly O'Dwyer MP, Federal minister for Higgins, said "I am delighted to have the opportunity to launch this innovative new app that will assist thousands, possibly millions, of people get their prescriptions in a timely and efficient manner while also cutting down the paper trail."

According to Pharmacist and owner of Exhibition Pharmacy, Stephen Speirs, "One of the major things that drew us to eRx Express was the additional convenience for our customers. As a busy CBD pharmacy, eRx Express will help our customers organise collection of their scripts for the time and day they want. It's perfect for people who want to skip the busy lunch hour or fit picking up script medicines around other commitments. It means that we can speed up the process for people and save on waiting time. It will also create loyalty with our customers helping them return to our pharmacy rather than have their prescriptions dispensed elsewhere. Another major advantage is that our "scripts on file" can be ordered via the app rather than over the phone or tying up staff in the shop."

Paul Naismith, pharmacist and CEO of the Fred IT Group, the company behind eRx, said the app is vital in advancing eHealth for pharmacy, health professionals, and the wider community.

"The key aspect of eRx Express is that it bridges both convenience and security. Mobile technologies are a vital step in gearing pharmacy up for the changing customer needs of a modern health system. By using existing infrastructure for eHealth, eRx Express provides optimal convenience for customers and patients whilst also ensuring that pharmacists and other health care professionals are connected and able to maximise resources in helping Australians with their healthcare needs."

eRx Express extends and builds on industry-wide technology for the electronic transfer of prescriptions, maintaining the security and privacy standards of other pharmacy and health applications, and integrating fully with existing dispensing systems and workflow. This means that it provides all of the safety and dispensing accuracy benefits that come with eRx, whilst using existing pharmacy dispensing workflow.

The National President of the Pharmacy Guild of Australia, George Tambassis, said: "This is an important and welcome development for health care consumers, and for community pharmacies. It is a significant advance in

terms of safety and convenience for patients, and will be able to be integrated into pharmacy workflows. I congratulate eRx on this major technological advance, reflecting the increasing relevance and benefit of eHealth to Australian consumers."

eRx Express is ideal for people who are busy, or who might need to plan a trip to a pharmacy, whether because they live regionally, are socially isolated, need the support of a carer, or have other complications such as chronic health issues. It includes three easy steps for people:

• Scan scripts, anywhere, anytime, using the QR code that appears on the prescription
• Submit the script or scripts to the pharmacy
• Pickup their medicine at their preferred date and time.

The paper prescription needs to be taken into the pharmacy at the time that medicines are collected.

eRx Express provides a standard $50 monthly plan or a premium $60 monthly plan with a logo and website link on the app. Both plans include a Windows Surface RT tablet with eRx Express software ready to go. Sign up now at www.erxexpress.com.au.

The eRx Express app can be downloaded at the App Store for iPhone, Google Play for Android, and Windows Phone for Microsoft.

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The new eRx Express smart phone app is part of eRx Script Exchange, Australia's first national electronic prescriptions exchange, which connects more than 15,500 doctors and 4,100 pharmacies to improve patient safety and dispensing efficiency. The app uses individual QR codes which replicate the eRx barcode information on each script, therefore sending script requests safely and securely via the eRx Script Exchange' national eScripts network. eRx Script Exchange is a wholly owned subsidiary of the Fred IT Group Pty Ltd.

Launch Details:

Thursday October 24, 10:30am

Exhibition Pharmacy, 5/242 Exhibition Street, Melbourne VIC (Telstra Headquarters)

Speaker George Tambassis and other participants will be available for interviews beginning at 11.00am.

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