

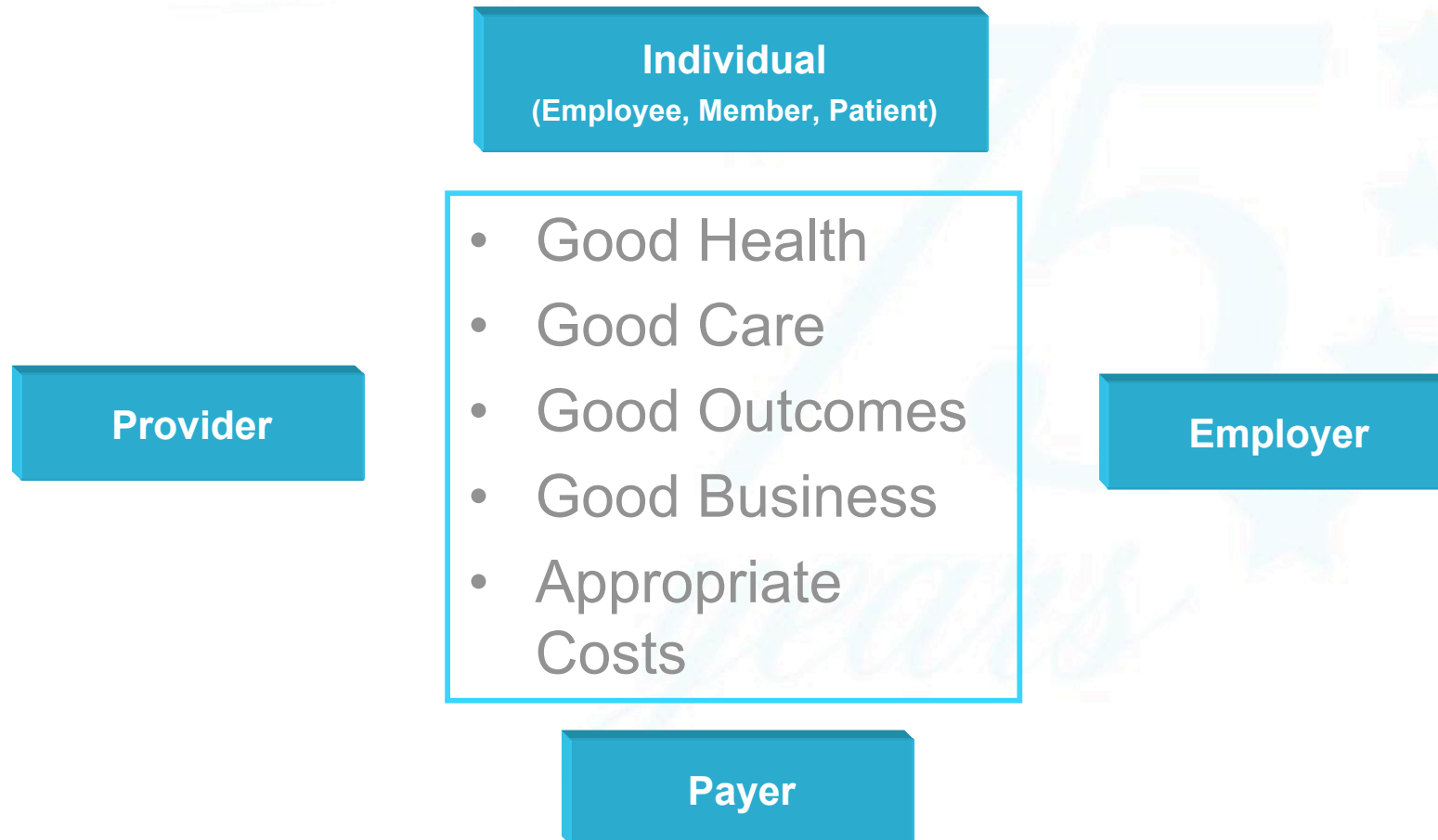
ePRESCRIBE

Benefits for Patients, Providers and
Payers

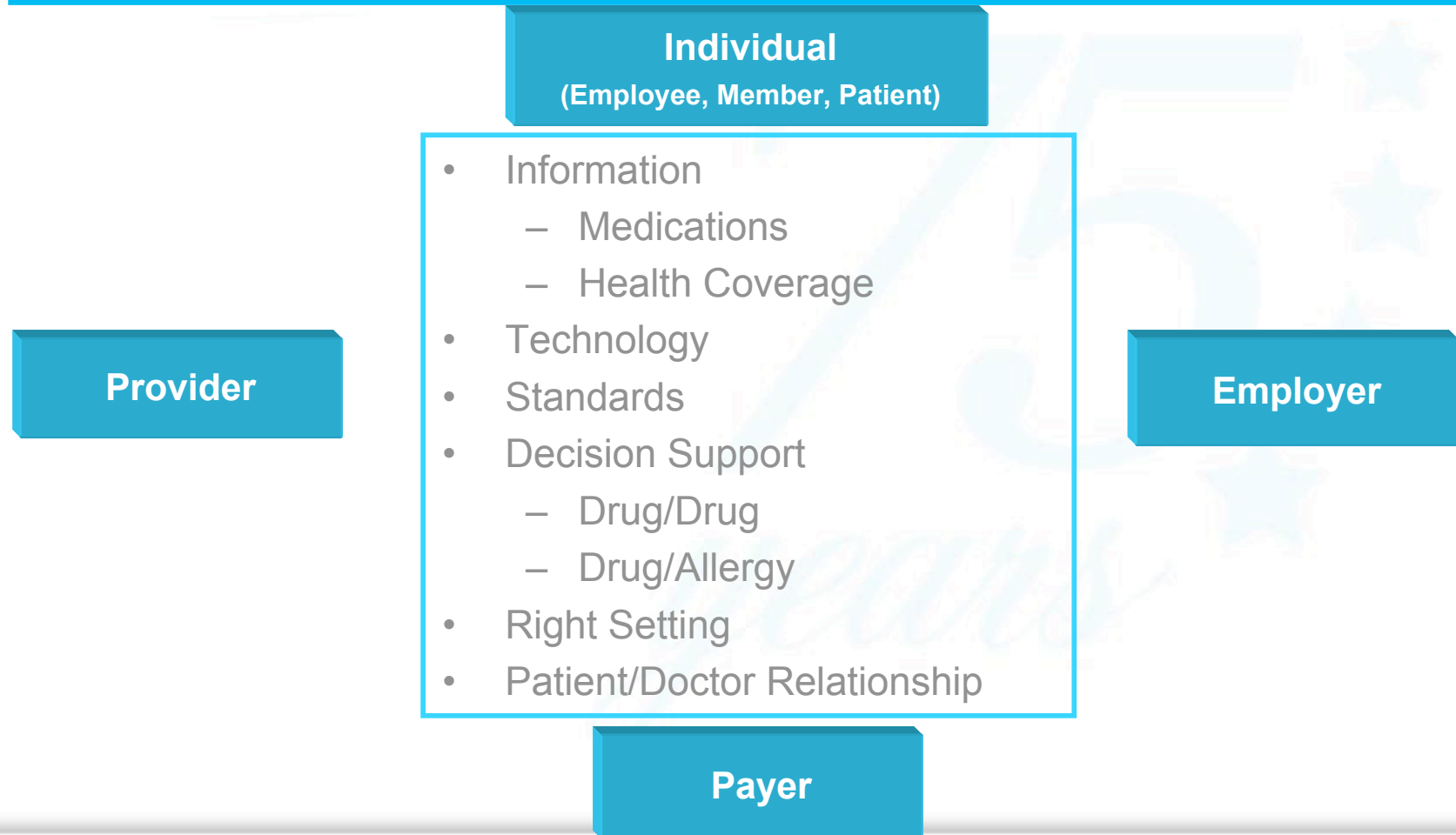
Thursday, December 11, 2008



ePRESCRIBE The Players, The Goals

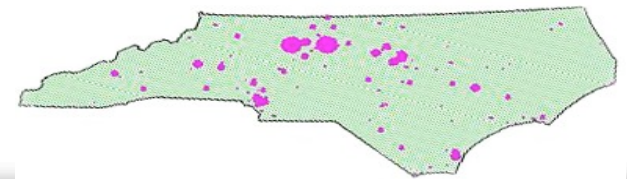


ePRxESCRIBE The Perfect Relationship



NC ePrescribing Statistics

- Over 7.8 million e-prescriptions written for North Carolinians since February 2006¹
- 44% of e-prescriptions receive a drug-drug interaction warning, 13% were changed or cancelled²
- 2% of e-prescriptions receive a drug-allergy interaction warning, 37% were changed or cancelled²
- 18% of e-prescriptions receive a formulary warning, 17% were changed or cancelled²
- 54% of e-prescriptions were generic, 28% were new or renewal prescriptions only²



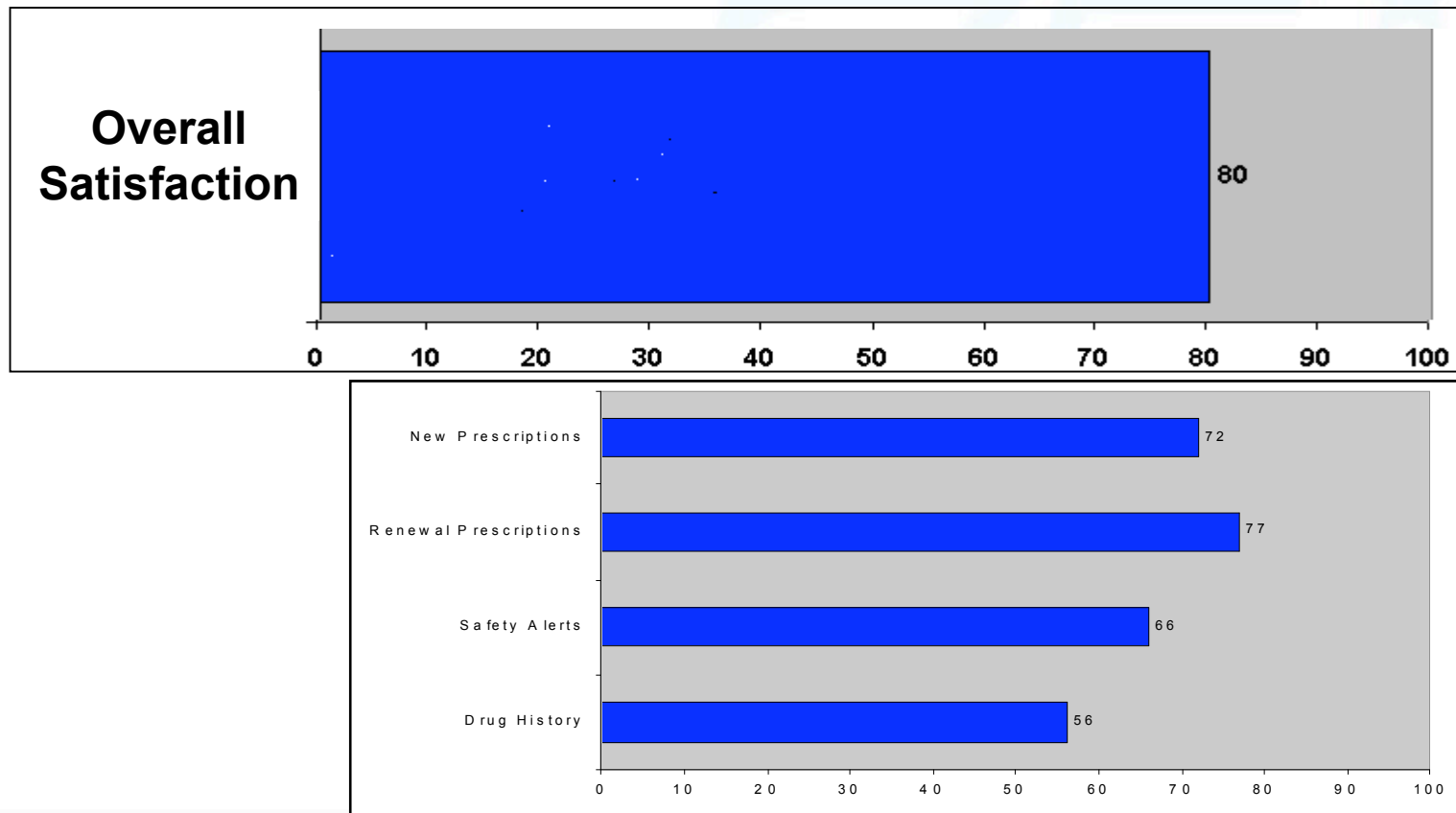
¹ Based on information from Surescripts, Zix, DrFirst, and Allscripts

² Based on information from Zix and DrFirst dated June 2008.
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ePRxESCRIBE™ Provider Feedback on Program

Provider Satisfaction Survey¹



¹ n=430, 25% response rate

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**BlueCross BlueShield
of North Carolina**

ePRESCRIBE™ Provider Feedback on Program

Common Praise/Appreciation Reported

- “I would not have done ePrescribe unless it was offered for free by BCBSNC. However, I like it so much, I would have purchased the service. BCBSNC helped me over the initial hurdle.”
- *ePrescribe Provider*
- “Love it! Amazing! Hope that my "percentage use" is not a major criteria in being allowed to continue using it.”
- *ePrescribe Provider*
- “The #1 help is the formulary status of individual medication. The local pharmacy likes it. Patients like it because it speeds up filling of their Rx.”
- *ePrescribe Provider*
- You are truly making a difference in minimizing prescription errors... I can only hope more physicians follow your lead”
- *Pharmacist to ePrescribe Provider*

ePRESCRIBE™ Summary

Individual
(Employee, Member, Patient)

Provider

- ePrescribing makes a positive difference.
- The National Standards are a great framework.
- General adoption will enhance safety, cost, and benefit delivery.
- Information, Technology, Proper Setting and Standards finally have come together to allow a very exciting future.

Employer

Payer

