



FOR IMMEDIATE RELEASE

Contact:

Whitney Wilson
Whitney.wilson@intuitivemedical.com

UroChartEHR Receives Surescripts Certification for Electronic Prescribing

Springfield, Missouri – March 24, 2009 – Intuitive Medical Software, LLC’s (IMS) UroChartEHR 3.0 has completed the Surescripts certification process through the integration with DrFirst, allowing users to electronically transmit prescriptions to the nation’s largest network of pharmacies across North America.

Participants on the Surescripts network include all of the nation’s major chain pharmacies (e.g., CVS/pharmacy, Rite Aid, Walgreens, Wal-Mart), many of the nation’s leading payers and PBMs (e.g., Aetna, CVS Caremark, Express Scripts, Medco, Wellpoint) and over 10,000 independent pharmacies nationwide.

UroChartEHR has access to two-way electronic communication with pharmacies. Physicians are able to route new prescriptions to nearly 100 percent of chain pharmacies and approximately 45 percent of independently owned pharmacies, as well as receive prescription renewal requests and reply to these with prescription authorizations – all electronically.

“The e-prescribing function will allow doctors to be one step ahead of e-prescribing mandates, provide a higher level of patient service and safety by minimizing potential adverse drug events, and will increase staff productivity due to less time spent with pharmacy questions and renewal requests,” says Craig Frazier, president and CEO of IMS.

Case studies suggest a savings of up to two hours per day for office staff with a faster, one click, multi-prescription renewal process. According to the Institute for Safe Medication Practices, many medication errors result from miscommunication due to illegible handwriting, unclear abbreviations and dose designations, unclear telephone or verbal orders, and ambiguous orders and fax-related problems. All of these are remedied through the implementation of e-prescriptions.

EHR vendors who have partnered with DrFirst are able to quickly conform to federal and state prescribing mandates including the 2009 Centers for Medicare and Medicaid Services ruling revoking the tax exemption for prescriptions for Medicare patients.

With the integration of DrFirst, accessible patient information includes drug and allergy interactions, complete prescribing histories, and formulary information. Doctors and staff can easily access this functionality from within the UroChartEHR desktop, and all resulting prescribing data is instantly captured within the application.

“Integrating with DrFirst allowed us to preserve the look, feel, and usability of our EHR product, which is the number one compliment we enjoy hearing from our users,” says Dr. Howard Follis, founder and CMO of IMS.

- more -



A common belief in the HIT industry is that the electronic link between physicians and pharmacists is the most critical and achievable first step toward interoperability. Efficiency and quality of clinical decision making within a practice is greatly improved with certification from Surescripts. It also allows physicians to know which software vendors are actually performing critical steps of improving EHRs.

E-prescribing is a significant step for EHRs, reducing healthcare costs and improving the safety and efficiency of the prescription process that affects millions of patients every day.

About Intuitive Medical Software, LLC

Founded by Dr. Howard Follis, Intuitive Medical Software, LLC develops software products for select surgical and medical specialty physicians in the US. UroChartEHR, IMS' flagship product, is streamlined for urology practices. Recognizing the short-comings of generic EHRs when used in specialty practices, IMS has developed an EHR software product that combines a unique, efficient user interface with state-of-the-art database architecture. UroChartEHR includes IMS' patent-pending timeline method of organizing electronic medical records. IMS' current customers have found that once the urologists and their staff become familiar with the system, their clinic's efficiency and productivity rise. With its innovative approach to specialty EHR software, IMS plays a significant role in transforming the quality of our nation's healthcare. Intuitive Medical Software, LLC is not associated or affiliated in any way with Intuitive Surgical, Inc.

About Surescripts

Surescripts is the result of a 2008 merger between the country's two leading health information networks: RxHub and Surescripts. Surescripts gives healthcare providers secure, electronic access to prescription information that can save their patients' lives, improve efficiency and reduce the cost of healthcare for all. Available during emergencies or routine care, the Surescripts network is used every day by thousands of physicians, physician assistants, nurse practitioners and other prescribers across all 50 states. The Surescripts network connects these prescribers to all of the nation's major chain pharmacies, the nation's leading payers and independent pharmacies nationwide. For more information, go to www.surescripts.com.

About DrFirst

DrFirst is a national provider of physician connectivity services through its award-winning, GoldRx Certified Rcopia electronic prescription management system. Founded in 2000, DrFirst creates innovative services targeted to physicians in both ambulatory and acute care environments. DrFirst solutions are widely integrated with practice management and electronic medical records software through its "Open Borders" program, and the company counts among its client base not only physician practices, but major health plans, health systems, and EMR vendors. DrFirst partners with Surescripts and RxHub for pharmacy connectivity, health plan information, and patient medication history. More information about DrFirst can be found at www.drfirst.com.

###