

BlueChoice HealthPlan Endorses Electronic Prescription Program

The Institute of Medicine has called on all physicians to electronically prescribe by 2010 as a key measure in reducing patient errors, improving quality of care and enhancing office efficiency. To support physicians in their efforts to switch to electronic prescribing, BlueChoice HealthPlan has partnered with Caremark, its pharmacy benefits manager, to promote its new e-prescribing technology. Caremark is an independent company that administers pharmacy benefits and offers prescription drug management tools on behalf of BlueChoice HealthPlan.

This new technology, called *iScribe*, offers physicians and their patients all of the benefits that e-prescribing provides. *iScribe* fits in your hand just like your pad, but this PDA prescription writer allows you to instantly send prescriptions directly to the pharmacy or print in office, without the errors.

iScribe provides other benefits for you and your office. With *iScribe* you can:

- Directly access patient history – even when you're out of the office
- Easily access updated patient-specific formularies and alternative medications
- Review drug-to-drug interactions at the point of prescribing
- Refill/renew multiple prescriptions
- Update patient charts with printed prescription histories
- Automate and customize routine prescribing tasks

iScribe provides multiple benefits for your patients as well. With *iScribe* you will:

- Eliminate confusion over illegible prescriptions – and the calls to your office that result
- Ensure that their protected health information is secure and their prescriptions are HIPAA-compliant
- Decrease patient costs by facilitating prescription of formulary-preferred drugs
- Reduce patient wait time at the office and pharmacy

For more information, please call *iScribe* Customer Service toll free at **1-877-483-1324**.

iScribe is ready to help you start e-prescribing for your patients today!