

Florida eHealth Summit



Introduction to ePrescribe Florida

August 6-7, 2009 Tampa Florida

ePrescribe Florida

- ePrescribe Florida is striving to increase patient safety and meet the needs of the Florida public by establishing a collaborative framework that helps achieve an understanding of the benefits of electronic prescribing, while fostering education and implementation efforts to accelerate physician adoption and cooperation among prescribing constituents.



Medical and Pharmacy Associations

- Florida Academy of Family Physicians
- Florida Hospital Association
- Florida Chapter of the American College of Cardiology
- Florida Chapter, American Society of Consultant Pharmacists
- Florida Medical Association
- Pharmacy Provider Services Corporation
- Florida Pharmacy Association
- Florida Osteopathic Medical Association

Health Plans

- Aetna
- AvMed
- Blue Cross and Blue Shield of Florida
- CIGNA HealthCare
- Humana
- Health First Healthplans
- UnitedHealthcare

Pharmacies and Pharmaceuticals

- Albertsons
- AstraZeneca
- CVS
- Novartis
- Publix
- Walgreens
- Wal-Mart
- Winn-Dixie

Electronic Networks

- eRxNetwork
- SureScripts
- ScriptSave

State Agencies and Programs

- Agency for Health Care Administration (AHCA)
- Florida Medicaid
- Florida Drug Control Office of the Governor
- FMQAI - Quality Assurance Organization

Other Stakeholders

- University of South Florida (USF)
- Florida Chapters of HIMSS
- Rural Health Partnership
- WellFlorida

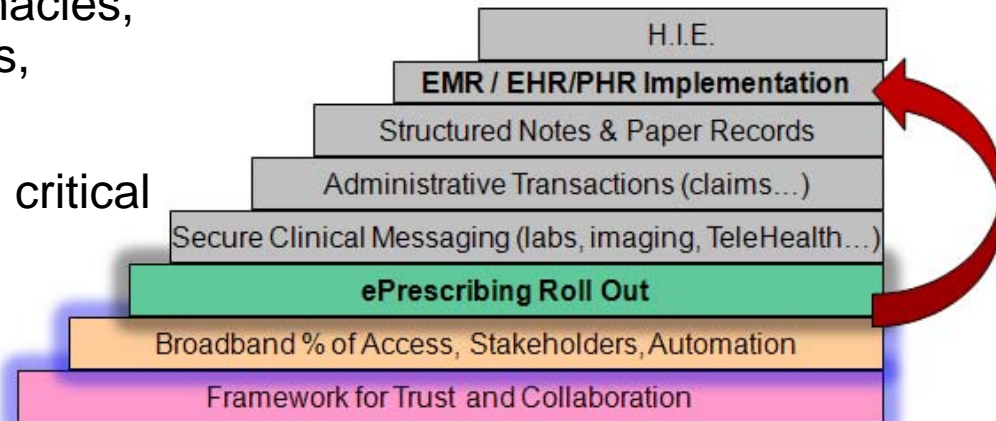
ePrescribe Florida Opportunity

- Create a forum that encourages the necessary dialog among the state health care implementers for the benefits and adoption of electronic prescribing.
- Serve as the primary conduit to address health care opportunities associated with the successful implementation of e-prescribing.
- Educate the health care community about best practices through our internet website, conferences and industry outreach programs.
- Encourage adoption of established and standards-based electronic prescribing capability.



ePrescribing Adoption.. A Stepping Stone..

- ePrescribing is easier to implement than EMR with a more immediate ROI
 - BUT it is still a **disruptive** technology
- Must engage all stakeholders (pharmacies, PBMs, provider organizations, payers, vendors, consumers)
- Engaging the **Physician** and **Staff** is critical to successful adoption
 - More likely to adopt **multi-payer** solutions with vendor **choice**
 - More likely to take an **incremental approach** to technology adoption
- ePrescribing.. the back-door to EMR?



ePrescribe Florida Approach

1. Provide Education

- Prescribers
- Stakeholders (Payers, PBMs, Pharmacies, Patients)
- Others (Media, Government, Law Enforcement, Academic Medical, etc.)

2. Promote Consistency

- Payer and PBM information delivery
 - E&B
 - Med History
 - Formulary
- Pharmacy receipt and processing
- Vendors
 - Applications Functionality
 - Training and Implementation Support
- Prescribers
 - How to select an application
 - How to implement and make successful
 - How to seek funding and financing alternatives

3. Promote Incentives and Funding

Members Login Home | About Us | Join Us | Contact Us | Site Map

Providers
Faster and easier access to information

Prescribers | Pharmacists | Health Plans | Vendors | Patients | Sponsors | Events | News | FAQs

Who we are!

Save Time! Save Money! Save Lives!
ePrescribe Florida was established to increase patient safety and meet the needs of the Florida public by establishing a collaborative framework that helps achieve an understanding of the benefits of electronic prescribing.

Offering **FREE** educational and implementation programs, our goal is to accelerate physician adoption and cooperation among prescribing constituents.

Q. What is Electronic Prescribing?
A: e-Prescribing is the use of healthcare technology to improve prescription accuracy, patient safety and costs. This is achieved by providing prescribers a secure means of electronically incorporating patient medical information with health plan formulary, patient eligibility and medication history at the point of care. The result is efficient prescribing processes with more accurate medication orders and less manual intervention with the prescription being electronic sent directly to the patient's pharmacy of choice.

Q. What is ePrescribe Florida?
A: ePrescribe Florida is a collaborative framework of industry stakeholders working together to help accelerate physician adoption of electronic prescribing by fostering cooperation and coordination among prescribing constituents.

Read More FAQs..

Help Us Help You - Check Out Our Workgroups
Currently ePrescribe Florida has two workgroup dedicated to helping your understand ePrescribing, what the options are and how to be successful in this important use of technology to enhance patient safety, reduce staff time while continuing to provide quality care.

Provider Outreach Workgroup - Dedicated to prescriber education.
Vendor Solutions Workgroup - Dedicated to successful ePrescribing.

What we do!

Electronic prescribing can improve prescription accuracy, increase patient safety and reduce costs, as well as enable secure, bi-directional, electronic connectivity between physician practices and pharmacies. Just one of the benefits of electronic prescribing is the ability to automate the renewal authorization process, which is extremely time-consuming and labor intensive for both pharmacies and prescribers in today's paper world!

Dedicated to Electric Prescribing Education!
ePrescribe Florida seeks to increase patient safety and meet the needs of the Florida public, by establishing and promoting an understanding of electronic prescribing through educational and outreach programs and promoting health plan and other incentives for adopting e-prescribing technology.

Watch and Learn!
Electronic Prescribing is efficient and easy to execute. Click on the video lesson and learn!

Lesson 1 - ePrescribing background and "How it Works!"
Lesson 2 - Step by Step demonstration of the Physicians view of using ePrescribing at the point of care!
Lesson 3 - How to Get Started and What to Look For!

Have a Question? Need an Answer?
Join our **Listserv** and share your questions and search our archives of answers. Learn from others who are asking the same questions!

Stay Tuned for our Education Sessions
Learn about our educational sessions to assist you and your practice and how to get started e-prescribing today. Check out our **Events**.

ePrescribe Florida - In the News!
Learn more about us through what others are saying. Check out ePrescribe Florida in the **News**.

We Can't Exist Without Your Support!
Learn about those supporting and contributing to our important efforts. Check out our **Sponsors** and the next time you see them say **THANKS** on behalf of Florida patients and the prescribing community!

Some links are to pdf format files and require **Adobe® Acrobat® Reader** to view

ePrescribe Florida | Webmaster | Privacy | Disclaimer | Site Help
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Site best viewed with Internet Explorer 5.0+ or Netscape 6.0+ in 800x600 resolution with Flash

First Year - Coming Out Party

- Focused “how-to” sessions featuring 25 sessions certified for continuing medical and nursing education credits
- Event Financially Successful - 14 Sponsors / 12 Exhibitors

Final Program

The Florida Medical Association designates this activity for a maximum of **Twenty-three (23.0) AMA PRA Category 1 Credits™**

ePrescribe Florida - Summit
The Premier ePrescribing Conference

Platinum Sponsors
Blue Cross and Blue Shield of Florida, Inc.

Gold Sponsors
Humana
Quest Diagnostics
RoNT
Relay Health

Silver Sponsors
Pharmacy Provider Services Corporation
RoHub
ScriptSave
Walgreens

Bronze Sponsors
Florida Medical Association
AstraZeneca
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InterMediX
Sunscripts

Summit Exhibitors
Quest Diagnostics
RoNT
Medco
Avality LLC
Iacibe ePrescribing
H2H Solutions Inc.
Dr. First
eRX Network
Incepture Inc.
Active Healthcare
ZixCorp
RelayHealth

Hilton Disney Downtown, Orlando, Florida **November 30 – December 2, 2007**

ePrescribing in a weekend!
Learn why! Learn how! Invest in your success!
For your family... for your patients... ePrescribe Florida!

- Held November 30 – December 2, 2007
- 180 Attendees
- 50+% were Physicians, Staff, and Pharmacists

SUMMIT SPONSORS

Platinum Sponsors
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Relay Health

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Summit Agenda, November 30 -December 2, 2007

Friday, November 30, 2007

1:00 - 1:30	1:30-2:00	2:00-2:30	2:30-3:00	3:00-3:30	3:30-4:00
Welcome!	Topic: ePrescribing and What's In It For Me? Speaker: Don Huotter, Senior VP of Healthcare Innovation, Walgreens	Topic: Why ePrescribing? Speaker: Dr. John Montgomery, President, Duval County Medical Society	Topic: eStandards: Accelerating ePrescribing and Interoperability. Speaker: Karen Trudel, Deputy Director of the Office of e-Health Standards, CMS	Topic: Legal Myths and Legislative Opportunities. Speaker: Fred Whitson, FMA, Legislative Chair ePrescribe Florida	Topic: The Future Today: Your Local Pharmacy! Speaker: Kevin Hutchinson, President & CEO, SunScripts

We encourage all prescribers to attend TRACK A – “Tools for Success” and learn HOW TO use your conference CDI!

Saturday, December 1, 2007 – Sunday, December 2, 2007			
Breakfast 7:00-8:00	8:00-9:00	9:20-10:20	10:40-11:40
TRACK A: ePrescribe Florida Tools for Success Speaker: Dr. Tom Lempow, DCDDP, Chair Provider Outreach ePrescribe Florida	Topic: Getting Started with ePrescribing: Practice Assessment Speaker: Dr. Chris Sullivan, AFCA Vice-Chair Analysis and Reporting ePrescribe Florida	Topic: How to Select an ePrescribing Application: Functions and Features Speaker: Beth Bridges, Natus, Chair Vendor Solutions ePrescribe Florida	Topic: Selecting an ePrescribing Vendor: RFI and Contract Process Speaker: Shawn Berger, Aetna, Vice-Chair Vendor Solutions ePrescribe Florida
TRACK B: ePrescribing Foundations Applied Speaker: Dr. Greg Silver, Family Practice Physician	Topic: Integrating ePrescribing and Electronic Medical Record Systems Speaker: Dr. Scott Hanson, Chief Medical Officer, AFMC, Inc. Sponsored by PPHSC	Topic: Family Practice Case Study: ePrescribing Opportunities Speaker: Dr. Greg Silver, Family Practice Physician	Topic: Long Term Care Case Study: ePrescribing Applied Speakers: Rachelle (Doe) Spira, BPharm, FASCP President, Spira Consulting - and/ Vice Executive Director FLASCP
TRACK C: ePrescribing and Electronic Medical Records Speaker: Robert Harms, Director, Duval County Health Department	Topic: Integrating ePrescribing and Electronic Medical Record Systems Speaker: Dr. Scott Hanson, Chief Medical Officer, AFMC, Inc. Sponsored by PPHSC	Topic: Integration: Alerts, Messages and Electronic Medication Profiles in EMRs Speaker: Dr. Scott Hanson, Chief Medical Officer, AFMC, Inc. Sponsored by PPHSC	Topic: Recording Medications: Essential component of the EMR, PDHR and PHS Speaker: Catherine Papp, DCDDP, Chair ePrescribe Florida
TRACK D: Improving Patient Safety and Quality of the Prescribing Process Speaker: Robert Harms, Director, Duval County Health Department	Topic: ePrescribing Impact on Public Health and Physicians: Improving Clinical Outcomes Speaker: Robert Harms, Director, Duval County Health Department	Topic: Medication Therapy Management and Improving Patient Safety Speaker: Dan Rodriguez, Clinical Pharmacy Manager, Wino-Close Saw Lents, Sector Project Coordinator, AFCA	Topic: Patient Safety and Access: ePrescribing Controlled Substance Plan Speaker: William Jones, Director, Office of Drug Control, Office of the Governor

Location, Dates and Times

Hilton, located in the WALT DISNEY WORLD® Resort
1751 Hotel Plaza Boulevard,
Lake Buena Vista, Florida, USA 32820

Phone Number: (407) 627-4000
Check-in: Nov. 30, 2007 Check-out: Dec. 2, 2007
Group Name: ePrescribe Florida, Group Code: SFS
Special Room Rate of \$159.00 has been established

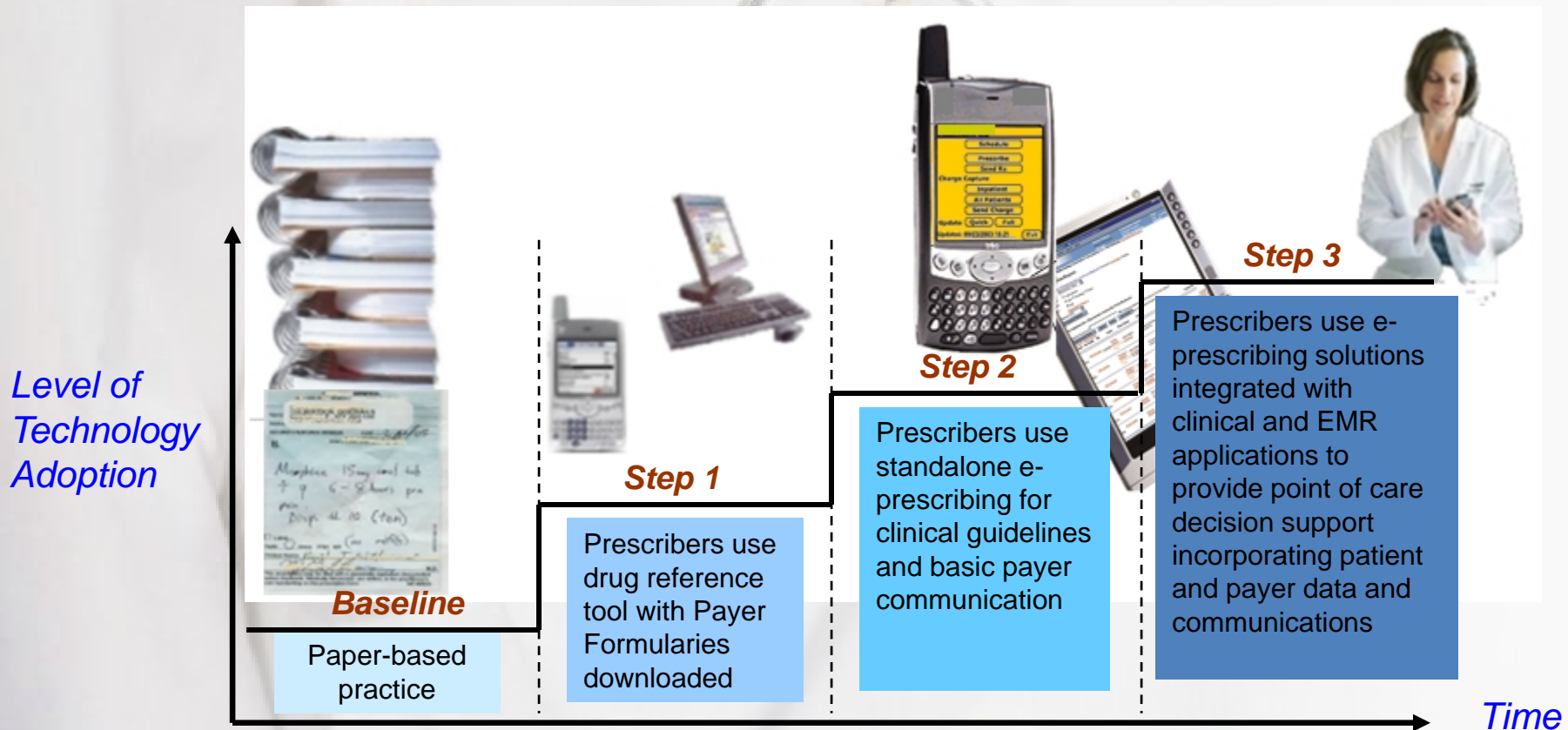
Easy Online Registration and Directions

Go to www.ePrescribeFlorida.com for directions and to register for the Summit, for hotel reservations, and discounted Disney tickets!

Rooms will be available throughout the month of November at the discount Hilton rates.

Solution Agnostic – Support MMA and MIPPA Definitions

- Ability to allow physicians to write and transmit prescriptions “**electronically**” while integrating formularies, patient medication histories and other messaging.
- Software which enters, stores, and modifies prescription medication and drug regimens:
 - Medication selection/decision support capabilities
 - Contains patients specific information and can integrate/connect with other systems.
- Start with electronic medical records or take incremental **steps** towards getting there!



Tools For Success – Registered Vendor Program

Promote Qualified ePrescribing Solutions

- Assist prescribers in their selection and implementation of the best solution for their practice through a Partnership with the vendor community to collect and present important information about ePrescribing solutions
- Registered vendors complete a detailed program of review and validation of its eprescribing solution's functionality against a set of electronic prescribing and patient safety criteria including:
 - Alerting prescribers to potential drug-to-drug and drug-to-allergy interactions during the prescribing process
 - Satisfying the Medicare Part D ePrescribing standards for presenting patient formulary, benefit and medication history information, and electronically transmitting new prescriptions and refills



The screenshot shows a Forbes.com press release dated 06.10.08 at 10:02 AM ET. The headline is "ePrescribing Vendors Unite for Patient Safety". The text describes how Florida Collaborative released an inaugural list of registered vendor solutions today that will be featured on the organization's website and in outreach efforts to providers seeking e-prescribing solutions. Each registered vendor completed a detailed program of review and validation of its eprescribing solution's functionality against a set of electronic prescribing and patient safety criteria. These include alerting prescribers to potential drug-to-drug and drug-to-allergy interactions during the prescribing process. Each vendor has also satisfied the Medicare Part D ePrescribing standards for presenting patient formulary, benefit and medication history information, and electronically transmitting new prescriptions and refills.

Vendor Registration Process

In an effort to create an ongoing, efficient and fair communication plan for the vendor community, we are launching our Vendor Registration Program. We are asking all vendors to join this registration process. There are privileges to registration which we feel will provide key opportunities for the future. However, we are attempting to ensure the communication and playing field is level for all vendors who complete certain steps in the process. To learn more, download our guide explaining the vendor registration process:

- [Guide to Vendor Registration \(PDF\)](#)

Registration Forms:

- [Company Profile \(Excel\)](#)
- [Company Profile \(PDF\)](#)

- [Minimum Functionality Checklist \(Excel\)](#)
- [Minimum Functionality Checklist \(PDF\)](#)

- [Request for Information \(Excel\)](#)
- [Request for Information \(PDF\)](#)

- [Clinical Scenario Script \(Word\)](#)
- [Clinical Scenario Script \(PDF\)](#)

For More Information and to Get Started

Registered Vendors as of December 2008

Availity
DrFirst
H2H Solutions, Inc.
Informed Decisions, LLC,
InstantDx
iScribe
MedPlus, a Quest Diagnostics Company
MDI Achieve
Misys Healthcare Systems (Allscripts)
McKesson
NextGen Healthcare
RelayHealth
RxNT
SSIMED
Zix Corporation

Working to Promote Standards – Raise the Bar!

Care Management
Maintain and Manage Patient Record
Manage Patient Specific Medication List
Manage Medication Administration
Manage Allergy and Adverse Reaction List
Order Medication & Fulfillment of Rx

Communication & Connectivity
Access to health plan eligibility and display real time formulary information
Patient Eligibility and Coverage Determination
Pharmacy Communication
Practice Management System (PMS) Integration

Decision Support
Dispensed Drug History (DDH)
Drug to Drug Interaction
Drug Utilization Review (DUR)
Medication Recommendation
Drug Reference
Formulary Messaging

Security, Standards & Support
Other Messaging Requirements
Security
Standards
Reporting
Training & Implementation
Technical Support
Disaster Recovery

Outreach Survey Results



Below are the survey results from the trainings held in January with e-Prescribe Florida.

1. Was this training helpful for you to make a decision about implementing e-prescribing in your practice?

100% Yes
0% No

2. Do you plan to implement e-prescribing in your practice in the next:

37.5% 3 months
41.6% 12 or more months
20.8% Unsure

3. What do you think are the barriers for you to adopt e-prescribing in your practice?
(Check all that apply)

33% Cost
25% Staff Buy-in
29% Time to train staff
13% None of the above

Other barriers listed: additional equipment needed, planned staff turnover, work flow, time to input info, multi-specialty practice, Medicaid as dominant payer, IT support, security concerns, implementing system, getting MD on board, staff keying correct codes, learn new software, module for new EMR and type of practice

Outreach Survey Results



4. Would additional training for you or your staff be helpful in implementing e-prescribing in your practice?

54% Yes

46% No

5. If yes, what areas would you be interested in receiving more training? (*Check all that apply*)

20% evaluation of e-prescribe applications

8% readiness assessment of your practice

29% implementation process

42% of respondents did not check any of the above

6. Other comments on this training or future training needs?

"Thanks it was very helpful",

"Need to contact main employer to really get the answers to the above questions",

"Great summary for current requirements and path of future requirements and abilities", and

"extremely informative—speaker presented quite well and easy to understand—energetic and impassioned—thank you!"

Outreach Results

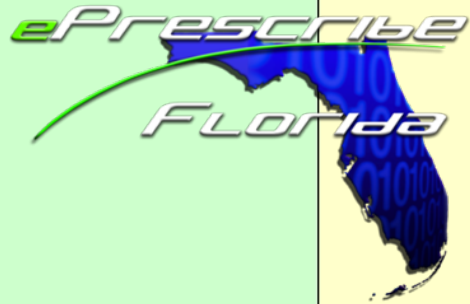


Of the attending facilities that could e-prescribe but were not doing so -- 53% are now actively e-prescribing!

2009 Continue to Expand Public/Private Collaboration

- Expand the grass-roots program started in Orange and Duval
 - Already started a Rural Florida push
 - Working on plans to establish events in Tampa, Orlando, Miami, Pensacola – More events in Jacksonville
- Learning what works? What does not?
 - Exploration of other mediums such as audio-conference, CBT, Video (high interest in lunch-and-learn audio-conferences)
 - Focus on promotion and education of the CMS incentives
- Continued collaboration with the Vendor Community – showcasing vendor solutions at the lunch and dinner and learn sessions
- Consumer Push.. CMS will begin soon. What about us? Coordination?
- Craft an approach to work with provider groups that have expressed an interest in e-prescribing or have existing systems that could be “turned-on”
 - Identification of physician groups in the various market areas that are ready to adopt e prescribing. “Target Market Campaign”.
 - Identification of physicians (groups) using EMR who don’t currently use the e prescribing function of their EMR system.

Making it to the TOP!



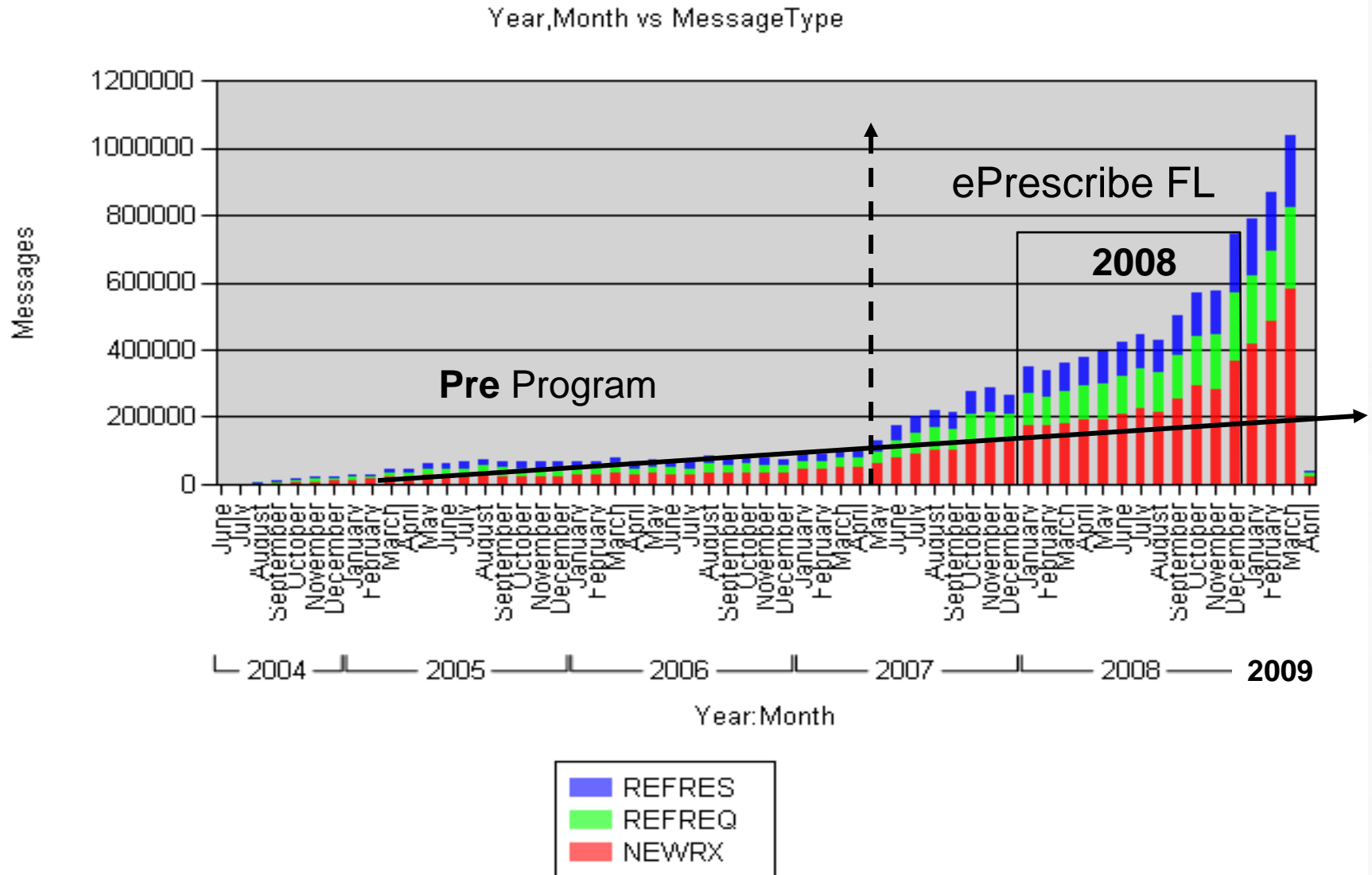
2009 Operating Plan

e-Prescribe Florida

January 29, 2009

Theme: Get to the top 10!

Florida Transaction Growth

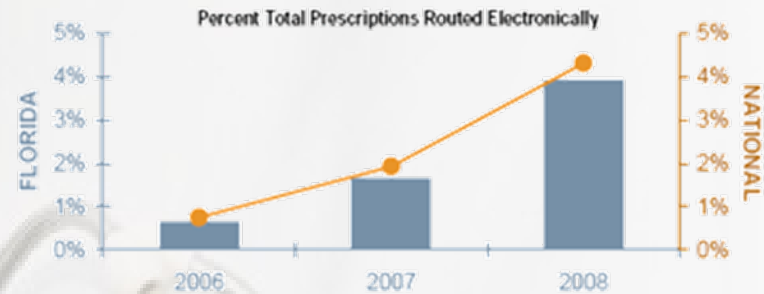


2008 National Report Standing

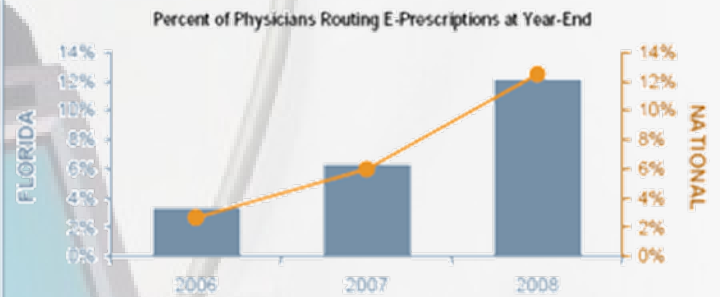
- Total FL prescriptions available for ePrescribing – 103 million
- Total qualified ePrescription transactions – 4.010 million
 - ✓ 2007 – 1,567,369 (2008 +156%)
- **Percentage of ePrescribing – 3.9% (National Avg. 4.0%)**
 - ✓ 2007 – 1.62%
- **In 2008 FL grew ePrescribing 141%**

SureScripts 2008 Safe-RX™ Awards

SAFE-RX™ INFORMATION ¹	2006	2007	2008
Safe-Rx State Ranking	13	19	20
% of Total Prescriptions Routed Electronically	0.63%	1.62%	3.89%



PHYSICIAN DATA ²	2006	2007	2008
% of Physicians Routing E-Prescriptions at Year End	3.25%	6.26%	12.09%
State Ranking - 2008 ⁴			20
Physicians Routing E-Prescriptions at Year-End	1,016	1,956	3,777
Annual Growth in E-Prescribing Physicians	-	92%	93%



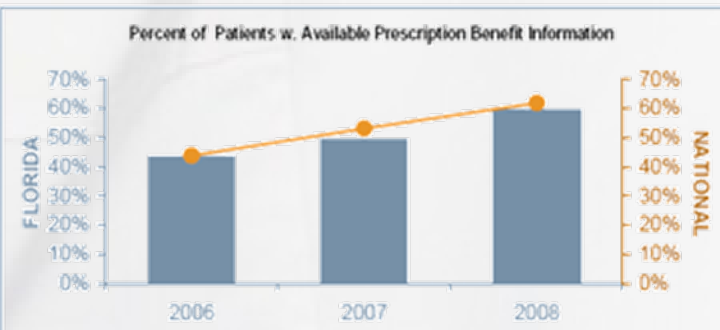
[Click here to search for prescribers that e-prescribe in your area.](#)

Surescripts Solution Providers³ operating in state as of December 31, 2008:

Allscripts; Msys EMR; DAW ScriptSure; DrFirst; Roggia; OA Systems; RxCare; RxNT; Waiting Room Solutions; Web Based EMR; Zix PocketScript

PAYER DATA	2006	2007	2008
% of Patients w. Avail. Prescription Benefit Information	43.30%	49.53%	59.14%
State Ranking - 2008 ⁴			32

[Click here to view a list of payers connected to the Surescripts network.](#)



THANK YOU!

Questions?

Contact Walt Culbertson

WaltCulbertson@ePrescribeFlorida.com