



Vendor Communications Plan

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Contents

Vendor Engagement Plan	2
1.0 Introduction.....	2
2.0 Vendor Communication & Participation Policy.....	3
3.0 ePrescribing Software Registration Policy & Process	4
Step 1:	4
Step 2:	4
Step 3:	4
Step 4:	4
Step 5:	4
Step 6:	4
Step 7:	4
Step 8:	4
4.0 Vendor Registration Process Flow.....	6
5.0 ePrescribe Florida Marketing Policy	7
6.0 Vendor Questions and Answers.....	8
7.0 About ePrescribe Florida.....	9

Vendor Engagement Plan

1.0 Introduction

Thank you for your interest in participation with ePrescribe Florida. The mission of ePrescribe Florida is to promote collaborative state efforts toward successful adoption of e-prescribing. Two of ePrescribe Florida's key goals are to serve as the preferred information resource for ePrescribing solutions and to launch outreach programs which will accelerate the successful adoption by clinicians. You play a critical role in our success! By providing information on your solutions, strategies and success stories, all stakeholders can become more empowered to support adoption.

In an effort to create an ongoing, efficient and fair communication plan for the vendor community, we are launching our Vendor Registration Policy. 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 as you will see from this policy.

We believe this policy sets the foundation for routine communication and the guidelines for how we move forward and support both providers and the vendor community in the State of Florida. We would ask that you review this information in depth and submit any questions you may have in writing, via email to Vendorworkgroup@ePrescribeFlorida.com.

Any vendor is welcome to routinely communicate with the collaborative through open forums. However, in order to achieve our goal of providing useful information to the clinicians considering adoption of ePrescribing, ePrescribe Florida will limit company profiles for our website at this time to solutions that have commercially available ePrescribing solutions active in the market today. These solutions may be stand alone software or integrated modules within an electronic medical record.

ePrescribe Florida will be asking companies with interest in registering to complete a software profile form for each version of ERX software you intend to register. This information will be posted on our website so that potential purchasers of ERX software may view the features of the various solutions as they apply to the needs of the practice. Not all ERX solutions are alike and neither are clinical practices. ePrescribe Florida feels that it is important to provide information that allows a prescriber to assess functionality in a manner that can apply to each practice's individual needs.

You have a voice in this process so please be prepared to discuss, express concerns and offer solutions to making this process efficient and effective as we move forward together.

2.0 Vendor Communication & Participation Policy

The intent of this Policy is to clarify the opportunities for vendors as determined by their registration status. Not all eprescribing solutions are alike and the intent of ePrescribe Florida is to ensure that reliable information is provided in all outreach efforts that will education stakeholders on critical functionality for eprescribing. In order to accomplish this, certain collaborative efforts with the vendor community will be open only to those companies whose solutions provide information about software functionality, implementation support, training and business models.

All vendors who provide contact information through ePrescribe Florida web portal shall be included in the following engagement efforts:

- Bi-monthly conference calls
- Written notifications intended for all vendors

Vendors who receive conditional registration shall be included in the following engagement efforts:

- Bi-monthly conference calls
- Written notifications intended for all vendors
- Web Portal inclusion and listing as “Conditional Registration”
- Open ePrescribe Florida meeting sessions
- Provider outreach meetings (as attendee, not exhibitor)

Vendors who receive full registration shall be included in the following engagement efforts:

- Bi-monthly conference calls
- Written notifications intended for all vendors
- Web Portal inclusion and listing as “Conditional Registration”
- Open ePrescribe Florida meeting sessions
- Provider outreach meetings
- Exhibitor opportunities
- Meeting sponsorship (to be determined)
- Marketing opportunities consistent with marketing policy

Registration status is at the software solution level and not at the company level. Vendors should not assume or imply that all solutions offered by the company have completed registration with ePrescribe Florida. Nor may any company or solution communicate or imply that registration indicates an endorsement or preferred status over other vendors.

The term of full registration is for a 12 month rolling term from the date initial registration was granted. Vendors may update any component of their information posted on the ePrescribe Florida website. However, if enhancements or changes in key functionality areas are changed, vendors may be required to demonstrate these enhancements to the Vendor Solution Workgroup through an abbreviated webcast. This requirement will be executed at the description of the VSWG.

3.0 ePrescribing Software Registration Policy & Process

The proposed registration process is outlined below in stepwise fashion with a flow chart attached.

Step 1: A vendor with interest in receiving routine communication from the collaborative may log into ePrescribe Florida website. This will allow the vendor to receive general communications designed for the public and for all vendors. The vendor will be required to submit minimum company profile form. No further action is necessary if registration is not desired.

Step 2: A vendor interested in becoming a registered solution reviews the “How to become a registered solution” section on the ePrescribe Florida Vendor Portal. This section will include the guidelines and process for becoming a registered solution as well as the benefits.

Step 3: Vendor requests to initiate registration through the website, completes the company profile form if not previously completed and the electronic prescribing functionality checklist through self assessment.

Step 4: ePrescribe Florida acknowledges registration request by email requests acceptance of the marketing policy and completion of the eprescribing solution profile document. Upon receipt of the marketing agreement, the software solution will be listed in the Application Received Section of ePrescribe Florida website with company contact information posted.

Step 5: Vendor submits completed software profile document for each software version applying for registration.

Step 6: ePrescribe Florida Vendor Solution WorkGroup (VSWG) will review this information for completeness and specificity. VSWG also provides schedule for software verification.

Step 7: Software verification process is initiated. Each software product with conditional registration will be requested to conduct 30-45 minute webcast to verify functionality through clinical scenarios. Those products that cannot demonstrate functionality as documented in software profile within 3 months of completing software profile will be removed from website application listing and process. The vendor may choose to continue to receive routine communications.

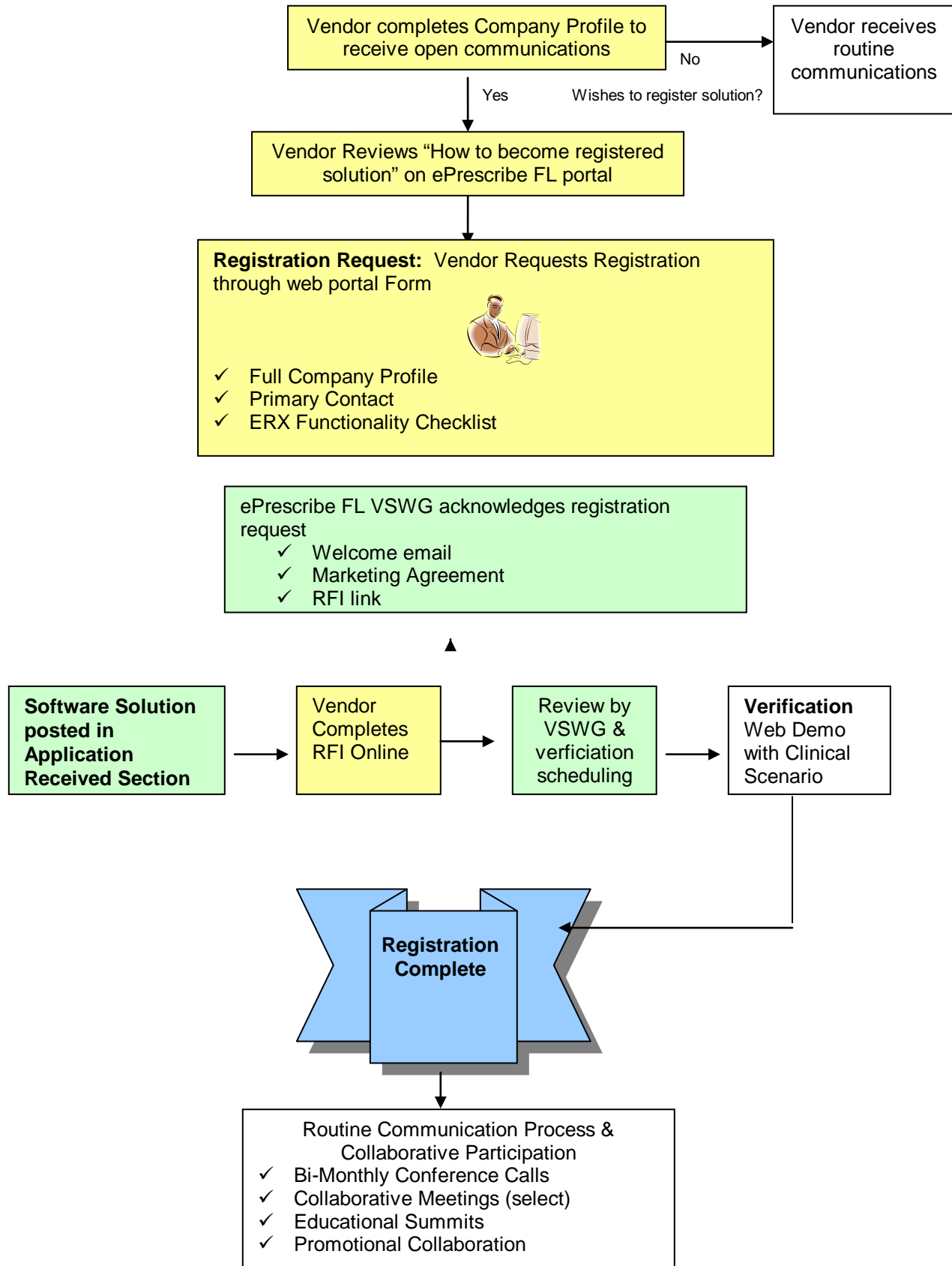
Step 8: When verification process is complete, product is listed as registered solution and the company may participate in outreach summits and promotional opportunities. Registration term is 1 year and all solutions may initiate re-registration 10 months from time of initial registration.

The software profile hosted on ePrescribe Florida for a registered solution may be updated at any time to reflect the most current and accurate information the company would like to provide. However, if changes in documentation specific to clinical functionality are made, VSWG reserves the right to require additional verification of that functionality at their discretion.

Any changes in State or Federal mandates or standards surrounding ePrescribing will result in re-evaluation of functionality requirements for all registered solutions. If changes to requirements are made, registered solutions will be allowed maximum time periods to upgrade or make changes to

software in order to compliant. Timelines will be set at the discretion of ePrescribe Florida with input from the vendor community.

4.0 Vendor Registration Process Flow



5.0 ePrescribe Florida Marketing Policy

The purpose of this policy is to allow for consistency in promotional activities and marketing materials of companies with registered software solutions. This policy is intended to prevent inaccurate claims or misleading information being presented to the healthcare community regarding any individual software product or ePrescribe Florida.

This policy applies to all written and verbal communication materials, external and internal that reference ePrescribe Florida including, but not limited to:

- Press Releases
- Letters and printed outreach to clinicians
- Advertisements for print, radio or TV
- Annual reports
- Posters or banners
- Sales brochures
- Websites or other electronic media
- Any other printed materials

Registration status is at the software solution level and not at the company level. Vendors should not assume or imply that all solutions offered by the company have completed registration with ePrescribe Florida. Nor may any company or solution communicate or imply that registration indicates an endorsement or preferred status over other vendors.

The name, ePrescribe Florida, its logo and any and all trademarks are the property of ePrescribe Florida and may not be used in any way without express written permission. The ePrescribe Florida name is subject to a license agreement and the terms and conditions there under. Any circumstance in question requires written permission by ePrescribe Florida.

All companies with registered solutions must use the following statement when referring to their status with ePrescribe Florida and must include this statement with any use of the ePrescribe Florida logo:

Vendor Name, Solution Name plus version is a registered solution of ePrescribe Florida.

The logo may not be used without this statement and may not be used without written permission for any reason. Only registered software solutions are eligible for permission to use the above statement and the ePrescribe Florida logo.

Vendors with registered solutions must not speak for ePrescribe Florida in any interviews, articles or press releases or describe the intents of the organization.

When describing ePrescribe Florida in any communications or marketing materials, all vendors of registered solutions must use the following text:

ePrescribe Florida is a collaboration of the state's leading health plans and provider organizations created to increase patient safety and meet the needs of the Florida public by promoting the benefits and supporting the adoption of electronic prescribing.

6.0 Vendor Questions and Answers

Q: What are the benefits of software registration to our company?

A: Any software vendor may receive communications from the collaborative without registration. However, only software products that complete Step #5 will be allowed to post information on ePrescribe Florida website. This allows access to your information to any visitor on the portal that may be considering purchasing electronic prescriber or electronic medical records. Also, only fully registered software products will be invited to exhibit and actively participate in live outreach opportunities and printed promotion using ePrescribe Florida's name.

Q: How often can I update the software profile?

A: Each registered solution may update the software profile as deemed necessary. However, if clinical functionality section is updated, ePrescribe Florida will request verification webcast. Each solution will be required to update profile at least annually.

Q: How often will ePrescribe Florida be accepting registrations?

A: A software vendor may apply for registration at any time through ePrescribe Florida portal.

Q: What if I do not meet the functionality required for registration?

A: In your response to ePrescribe Florida you may indicate which minimum functionality you currently do not meet and any timelines or conditions associated with that functionality. This will determine your path for registration and your conditional registration status. Despite this, you may continue to be involved in group vendor communications and provide feedback to ePrescribe Florida in appropriate forums.

Q: Is there a limit to the number of software solutions one company can register?

A: No. You may register as many software solutions as you wish.

Q: Is there a cost to software registration?

A: No. There are no fees involved with registration or participation in the collaborative. However in the future, registered companies may have the optional opportunity to support educational outreach initiatives or sponsor events.

7.0 About ePrescribe Florida

ePrescribe Florida is a collaboration of the state's leading health plans and provider organizations that seeks to increase patient safety and meet the needs of the Florida public by establishing and promoting the benefits and adoption of electronic prescribing. This will be achieved through educational and outreach programs and promoting incentive programs supporting the adoption of e-prescribing technology.

ePrescribe Florida seeks to support access to educational programs and tools create an awareness around the options and opportunities that exist at all levels of electronic prescribing. These options include, but are not limited to electronic drug reference applications, stand-alone e-prescribing applications, and electronic medical record systems that have an embedded electronic prescribing capability. ePrescribe Florida will also serve as a resource to help promote and communicate the various incentive programs offered through participating organizations, grants or other funding opportunities as they materialize.

The current Steering Committee members are Blue Cross and Blue Shield of Florida (BCBSF), Humana, UnitedHealthcare, and AvMed. The current ePrescribe Florida Advisory Council includes the critical state health care and health plan organizations as well as core e-prescribing infrastructure vendors. This currently includes CIGNA HealthCare, Aetna, The Agency for Health Care Administration (AHCA), Florida Academy of Family Physicians (FAFP), Florida Pharmacy Association (FPA), Florida Medical Association (FMA), Florida Hospital Association (FHA), Florida Osteopathic Medical Association (FOMA), Florida Chapter of American College of Cardiology (ACCFL), Florida Medicare Quality Improvement Organization (FMQAI), Pharmacy Provider Services Corporation (PPSC), Walgreens, CVS, RxHub and SureScripts.