

Healthcare IT News

SureScripts forms e-prescribing advisory panel

By [Diana Manos, Senior Editor](mailto:diana.manos@medtechpublishing.com) | 10/01/07 | ADVISORY 1007

ALEXANDRIA, VA – SureScripts announced today that it will launch an advisory council to help increase physicians' use of electronic prescribing.

According to Rob Cronin, senior director of corporate communications, 10 executives will participate in the council, representing vendors of third-party electronic prescribing and electronic health record software.

Rick Ratliff, chief operating officer of SureScripts, said the council will work to identify obstacles physicians and pharmacists face in adopting electronic prescribing and these efforts will in turn benefit patients.

"Even the most compelling of new technologies will invariably face obstacles that slow adoption – and this has never been more true than in healthcare," Ratliff said.

The council will provide insight on such issues as technology design, education and interoperability, known to deter physicians from adopting e-prescribing and impacting their level of satisfaction once they start, Cronin said.

Vendors participating in the council will work to educate their some 150,000 collective customers already using electronic medical record or e-prescribing software who still use faxes to transmit prescription requests. "Most of these physicians are unaware that their computer is only sending faxes to pharmacies," Cronin said.

Members of the council are experts in the design and application of information technology used by physicians and practice staff, Cronin said.

A study released this July by the Pharmaceutical Care Management Association said physicians that use e-prescribing "dramatically improve" savings and quality of care, yet currently fewer than one in ten physicians actually use e-prescribing. Also according to PCMA, e-prescribing could save the federal government \$26 billion and could prevent 1.9 million prescription errors over 10 years.

The council will consist of:

- David Pearah, vice president of product management and operations, Allscripts;
- Cameron Deemer, president, DrFirst;
- Raj Dharampuriya, chief medical officer, eClinicalWorks;
- Chuck Frederick, vice president of medical informatics, eMDs;
- Edward Bayliss, vice president, MedPlus;
- Ken Tarkoff, vice president, RelayHealth;
- Steven Saitsky, vice president, NextGen;
- Mark Wiggins, COO, RxNT;
- Sumit Nagpal, president, Wellogic; and
- Curtiss Hurst, partner services manager, Zix.