

Joining forces to bring e-prescribing to Massachusetts.

In a unique collaboration, two of Massachusetts' leading health plans have come together to help physicians and their staff adopt e-prescribing technology in their practice. Tufts Health Plan and Blue Cross Blue Shield of Massachusetts are teaming with ZixCorp™ to form the eRx Collaborative, a groundbreaking initiative to distribute ZixCorp's PocketScript™ e-prescribing software to participating healthcare providers. By accelerating the adoption of e-prescribing, the eRx Collaborative seeks to improve patient safety and enhance efficiencies throughout the state's healthcare system.

For more information on the eRx Collaborative, call 1-800-822-0675 or visit www.zixcorp.com/care.

zixcorp™



TUFTS  **Health Plan**



The eRx Collaborative

Enhancing Patient Safety

- Delivers prescriptions electronically, eliminating errors due to legibility
- Identifies potential drug interactions before prescription is submitted
- Provides patient script history to treating physician

Reducing Health Care Spending

- Mitigates the increase in pharmaceutical costs by supporting utilization of generic and preferred drugs
- Reduces telephone and fax volume between physician offices and pharmacies
- Expedites prescription refill process

Robust and Secure

- All-in-one portable device streamlines physician workflow
- Certified with RxHub
- Uses 128-bit encryption that ensures confidentiality
- HIPAA compliant