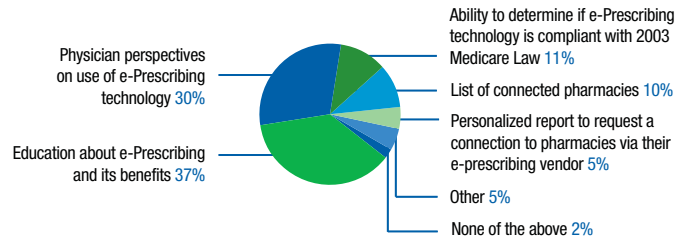


Summary

In early March, five physician groups launched a Web site and campaign aimed at encouraging physicians to transition to electronic prescriptions. Respondents were very positive about this website, particularly as it relates to the opportunity to educate physicians about this technology and the experiences that other clinicians have had with e-prescribing. Most respondents felt that reduced opportunity for medical errors was the primary benefit that e-prescribing offers. As consumers, half of the respondents indicated that the biggest benefit that e-prescribing would provide to them would be the elimination of having to drop off a prescription at the drug store.

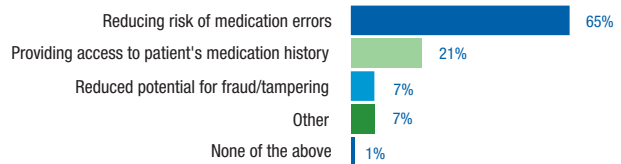
Information that Might Encourage Physician Use of Technology

The website launched by these physician groups offers a wide variety of information related to e-prescribing functionality. Respondents were most likely to suggest that educating physicians about the potential benefits of using e-prescribing will have the most impact on physician adoption of this technology. Another 30 percent also suggest that first hand accounts from physicians about their use of e-prescribing should have a positive impact.



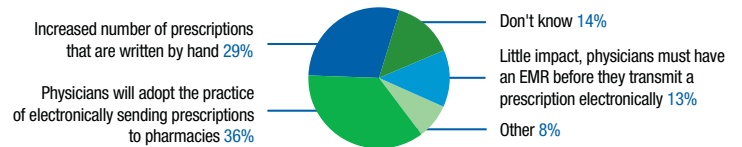
Biggest Benefit to Providers Who Use E-Prescribing

Nearly two-thirds of respondents indicated that reducing medication errors is the primary benefit that e-prescribing technology offers. This is three times the number of respondents who selected providing access to patient's medication history.



Potential Impact of Medicare Ban of Using Computer Generated Faxes

Effective January 1, 2009, computer generated faxes will no longer be in compliance with Medicare requirements. Prescriptions written using e-prescribing or electronic medical records must be sent electronically to the pharmacy. Approximately one-third of respondents indicated that this will encourage physicians to adopt the practice of electronically sending prescriptions to pharmacies. However, over one-quarter of respondents indicated that this will increase the number of prescriptions that are written by hand.



Potential Benefits E-Prescribing Makes Available to Consumers

Half of respondents indicated that the elimination of the need to mail, fax or drop-off prescriptions at the pharmacy would be the biggest impact to them as a consumer. Another quarter of respondents indicated that the reduced time they would have to spend waiting for their prescriptions would be a benefit.

