



**F**ounded in 2000, DrFirst's flagship product, Rcopia, is the nation's leading full-featured stand-alone electronic prescription management system. DrFirst understands that healthcare is an interconnected environment between physician practices, IPAs, hospitals, health plans, pharmacies, and others. DrFirst provides continuity-of-care solutions which deliver unique benefits to each type of association while achieving overall improvements for healthcare.

DrFirst technology is designed by a management team that includes medical doctors and highly experienced technology specialists acting under the guidance and collective expertise of their Physician's Advisory Board. Utilizing the latest advancements in internet, security, wireless, and Personal Digital Assistant (PDA) technology, Rcopia, from DrFirst, can be interfaced with most Practice Management and Electronic Medical Records software. DrFirst technology solutions are affordable, intuitive, and easily implemented into the provider's workflow.

DrFirst is partnered with SureScripts-RxHub, FirstDataBank, Epocrates and many others, to ensure that our clients have access to the most reliable and up to date information and services. DrFirst is committed to improving healthcare and patient safety by delivering technologies that enable medical professionals and their staff to quickly and easily access critical medical information at the point of care.

## Awards and Endorsements

- » Collaborating with the AMA to offer e-prescribing nationwide
- » 2008 Frost & Sullivan Customer Service Leadership Award
- » 2007/08 SureScripts GoldRx Certified
- » 2007/08 SureScripts SafeRx Award
- » 2007 BlueWorks Award
- » 2004/05/06 TEPR Top E-Prescription Management System
- » 2005 Frost & Sullivan Healthcare Information Technology of the Year Award
- » 2005 Qualcomm 3G A-List Award
- » Endorsed by the Massachusetts, Michigan, and Delaware medical societies





# Why We Are Different



## How is DrFirst different from the other 150+ SureScripts certified vendors and the other 4 GoldRx certified vendors?

- » DrFirst has received more awards, certifications, and passed more audits than any other e-prescribing vendor
- » DrFirst sends more electronic prescriptions each month via SureScripts than any other standalone e-prescribing vendor
- » We electronically process prescriptions to ten mail order pharmacies - most vendors only cover three
- » DrFirst has a mature product, created by doctors for doctors with many user influenced enhancements, and is currently being used in 1 to 1000 provider settings
  - DrFirst understands the importance of practice workflow which is why we tightly integrate staff members into the prescribing process and also provide workflow consultation services
- » Rcopia runs on multiple hardware and software platforms
- » DrFirst offers Rcopia portal integrations
- » Rcopia allows large practice groups, and major health systems to share patient data
- » DrFirst has 50+ EMR/PMS partners
- » DrFirst has been selected as the vendor of choice with over 20 health plans
- » DrFirst allows payers who are not connected to RxHub to provide formulary data to our users
- » DrFirst's data center has failover capability ensuring over 99.5% uptime with a redundant data backup system
- » DrFirst has proven that it can scale its systems to accommodate rapid user adoption and still maintain system performance
- » DrFirst offers multiple options for training, including:
  - On-site
  - Online
  - Self-paced Computer Based
  - Train-the-Trainer
  - Plus - Online User Manuals





## *Increase Profits. Improve Efficiency. Promote Patient Safety*

**R**copia™, the industry leading electronic prescription management system from DrFirst, allows physicians to provide a higher level of patient safety and service, streamline their back office business systems, and save time and money through the efficiency of electronic medication orders, renewals, and formulary checking.

### Provider Benefits and Features

- Access clinical decision support tools
  - » Obtain real-time drug/drug and drug/allergy alerts to help avoid adverse drug interactions
- Takes just seconds to write a new prescription. With one click, you can...
  - » Access renewal requests from pharmacies
  - » Renew multiple patients' medications
  - » Write a new prescription from your Favorites List
- Reduce handwriting interpretation errors
- View patient health plan formulary requirements (prior authorization, non-covered drug, and drug tier), at point-of-care, providing faster access to cost-effective care
- See patient's medication history, enabling prescriber to make clinically appropriate decisions
- Know when an FDA Safety Alert has been issued, and generate a report of all effected patients without needing to pull charts
- Prescriptions sent electronically to pharmacy of choice including mail-order - Caremark, Prime Therapeutics, ESI and Medco
- Quickly and efficiently respond to pharmacy renewal requests

### Unique Product Features and Benefits

- Integrated with 50+ EMR/PMS partners
- Flexibility to interface with your choice of practice management or EMR solutions
- Physician designed software
  - » Clean and easy-to-navigate interface
  - » Easy to read menus, logical action sequences and simple workflow design
- Increases practice productivity
- PHI protected by strict privacy and security measures
- Split prescription functionality

### Office Staff Benefits

- Reduce calls from pharmacies regarding non-covered medications, drug interactions, and handwriting questions
- Reduce the need to pull patient charts. Case studies suggest a savings of 1-2 hours/day for office staff
- Reduce calls from patients requesting an alternative covered medication, mail order submission or prior authorization

### Patient Benefits

- Lower out-of-pocket costs when provider prescribes lower co-payment drugs (an average savings of \$20-25 per prescription)
- Save time at pharmacy by having prescriptions sent electronically prior to patient arrival, and reduce potential for two trips because prescriptions comply with health plan requirements
- Reduce potential for adverse drug events caused by drug-drug or drug-allergy interactions, misread prescriptions, or incorrect quantity
- Increase compliance with prescribed treatment because care is cost-effective and convenient

## Achieving Success With E-Prescribing

Electronic prescribing is about more than just generating a prescription on a computer and printing it out or faxing it to a pharmacy. E-Prescribing must also provide functionality and workflow flexibility to work not only for physicians but also for staff involved in the prescribing process..

**High prescribers, larger practices, and enterprise systems require software that is adaptable to their practice workflow and that draws the practice staff into the prescribing process.**



Interoperability with existing IT systems is critical to insure greater efficiency and accuracy of information. Rcopia can be used as a standalone application and can also interface with practice management software and electronic medical record applications to automate the exchange of information.

DrFirst actively partners with over 50 EMR/PMS vendors in order to provide integrated e-prescribing through the physician's preferred software application. Therefore, if a practice has not made the decision to purchase an EMR, our partnerships allow them to have a seamless migration/upgrade path to their future EMR of choice.

### Some of DrFirst's partners include:

- » Benchmark Systems\*
- » DocuTAP\*
- » GE Centricity Enterprise\*
- » GBA Health Networks\*
- » gMed\*
- » Greenway Medical Technologies\*
- » Healthland Healthcare Solutions\*
- » HIT Services Group (Formerly Gamewood)\*
- » LSS Data Systems\*
- » MediNotes Corporation\*
- » NextGen ASP\*
- » Nightingale Informatix Corporation\*
- » Noteworthy Medical Systems\*
- » ChartLogic
- » Connexin (Formerly Visual Data)
- » Echo Group
- » EdgeMED
- » eMedicalNotes
- » Exemplo Medical
- » First Insight
- » Intuitive Medical Solutions
- » Keiser Computers
- » MedAllies
- » MedAptus
- » MedRecordsAlert
- » MDNetwork
- » Officemate
- » PBOmd
- » Penn Medical
- » RemedyMD
- » Silk Information Systems
- » Software Unlimited (Medical Mastermind)
- » Spring Medical- Spring Charts

\*Currently CCHIT certified



GoldRx™ certification acknowledges that DrFirst™ has gone above and beyond standard e-prescribing solutions to truly improving the prescribing process. The criteria for advanced certification status focuses on benchmarks that signal a vendor's commitment to interoperability, customer support and successful customer implementations.

### The Award-Winning Rcopia E-Prescribing Program System, From DrFirst, Includes:

- Access to all versions of Rcopia
  - ◊ Full Web Application
  - ◊ Mini Web Application
- Workflow consultation service
- Instructor led online training
- Free self-paced web training
- Free customer support services

**Optional upgrades:** one-way/two-way interface to your existing practice management or EMR solution, one time demographic upload from existing practice system, on-site training, and more!



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