



**ACCESS TO BETTER HEALTHCARE**

**CONFIDENTIAL**

This document contains proprietary ideas, concepts, and other information which belong exclusively to Ramp, Inc. Information disclosed herein should be considered proprietary and confidential, and may not be disclosed, distributed, or reproduced without the express written consent of Ramp, Inc.

# HealthCare Information Technology Trends

---

## Directions and Strategies for ePrescribing

The Regulatory Environment  
Physician Attitudes toward ePrescribing  
ePrescribing and Patient Safety  
Implications for the Healthcare Industry  
The HealthRamp CarePoint ePrescribing Solution

# The Regulatory Environment

---

## Significant Legislative Developments

### **The Medicare Prescription Drug Improvement & Modernization Act (DIMA)**

- Expands Medicare coverage of prescription medications
- Authorizes physician incentives from prescription drug plans
- Encourages ePrescribing and mandates ePrescribing standards

***Quote:***

*“Now that the ‘voluntary’ ePrescribing provisions have become law, there is a new dynamic – how to make sure it works...”*

*- Ed Larsen, HealthCare IT News, 2/04*

# The Regulatory Environment

---

## ePrescribing: Significant Legislative Developments

### **The ePrescribing Provisions of the Prescription Drug Improvement and Modernization Act:**

- ePrescribing “voluntary”; ePrescribing standards mandatory for Medicare patients
- Standards to be established by the National Committee for Vital and Health statistics (NCVHS) by 2005
- The ePrescribing standards to be recommended by the NCVHS and adopted by the Department of Health and Human Services must be “compatible” with the interoperability standards stipulated by HIPAA
  - Common standards for patient data, ePrescribing, prescription drug cards, and clinical data form a foundation for an electronic patient medical record
  - ePrescribing can be a first-step utility in the direction of a comprehensive electronic medical record (EMR) populated with standardized, portable patient data

# Physician Attitudes and Practice Trends

---

## Physician Views on ePrescribing

- Source: 2004 National Physician Practice Focus Group Study, MMRX/HealthRamp

### Factors Driving Physician Interest in ePrescribing

- Reduced frequency of phone calls from pharmacy and patients
- Decrease in dispensing errors
  - Prescriptions would be legible and contain correct dosing
- New prescriptions would not need to be phoned in
  - *“You wouldn’t be on hold for 10 minutes when only one pharmacist is available.”*
- Adverse drug interactions could be discovered before the prescription is issued
  - *“It (an ePrescribing application) could show interactions immediately”*
- Formulary information could be instantly available at the point of care
- Automatic update of patient medication history
  - *“If you changed the dosage, it would automatically tell you the next time. You wouldn’t have to enter it in the chart by hand. It would keep an updated record of it.”*
- ePrescribing could be much faster than the traditional script pad
  - *“If it was point and click and you’re filling out 15 or 20 prescriptions, it would definitely save you time.”*

# Physician Attitudes and Practice Trends

---

## Physician Views on ePrescribing

- Source: 2004 National Physician Practice Focus Group Study, MMRX/HealthRamp

### Physician Concerns/Reservations about ePrescribing

- Capital Cost Concerns, and questions about ROI
- Might be time consuming to send to the correct pharmacy:
  - Many patients don't know pharmacy address & phone number
- Concern that ePrescribing may be more time-consuming than handwritten prescriptions
  - *“With all the steps you're talking about you've now made the process take ten times longer than it takes right now. The whole idea of doing it is to simplify matters. Writing a prescription down takes 15 seconds. To do all this other stuff is going to take 3 or 4 minutes.”*
- Potential for error: physician could click on the wrong medication
- Insurance companies and formularies change frequently, would have to update often
  - *“I think one thing that has to be incorporated in a system is different HMOs have different formularies that they approve. And also, updating that regularly because there are new medications that you may want to prescribe.”*

# ePrescribing and Patient Safety

---

## The Prevention of Adverse Drug Events

- A recent Institute of Medicine study found that than more than 7,000 deaths and nearly 7% of hospital admission errors occur as a result of negative prescription drug outcomes due to illegible scripts and adverse drug interactions
- The Institute concluded that up to 95% of these adverse drug events could potentially be avoided through the use of computerized prescription order-entry systems deployed at the point-of-care

# Implications for the HealthCare Industry

---

## Advantages of ePrescribing for health insurance plans

- Improved patient care, superior treatment outcomes
- Enhanced formulary compliance
- Ability to more easily track patterns of prescribing by physicians and usage patterns by patients
- Ability to deliver comprehensive DUR at the point-of-care
- Strengthen the traditionally weak payor/patient relationship
- Encourages mail service fulfillment for easier treatment regimen compliance and cost-savings



# Implications for the HealthCare Industry

---

## Pharma Can Help Drive the Adoption of ePrescribing

- Pharma has an opportunity to take a proactive role in the promotion of ePrescribing and other networked point-of-care technologies
- Pharma can use their industry leadership position to promote ePrescribing as a means of enhancing patient safety and improving treatment outcomes
- ePrescribing technologies create a bridge for new physician communication and marketing channels (eDetailing)

# Implications for the HealthCare Industry

---

## eDetailing: Benefits for Pharmaceutical Companies

- Real-time feedback on physician activity
  - Real-time sample tracking
  - Real-time reporting on prescription patterns
  - Real-time patient data (i.e. gender, age, diagnosis)
  - Ability to target physicians requiring live support and additional product education
- Point of Prescription Intelligent Messaging
  - Inform physicians on drug benefits at the point-of-care
  - Content control (promotes compliant communication)
  - Valuable method of communicating with physicians to coordinate visits, events and product education



# HealthRamp CarePoint

---

## The ePrescribing Solution

- HealthRamp's CarePoint ePrescribing application increases speed, accuracy, safety, and convenience for medical professionals
- CarePoint operates on a WiFi-enabled PDA, cellular Smartphone, or Internet Web browser
- The wireless PDA maps to the physician's clinical work style, and CarePoint's user interface mechanics echo the ergonomics of the traditional script pad



# HealthRamp CarePoint

---

## ePrescribing Benefits Realized

- Reduction of requests from pharmacies for prescription and patient data verification
- Complications due to illegible handwriting are prevented
- Point-of-care checks enabled for adverse drug-to-drug, drug-to-allergy, and drug-to-condition interactions
- Real-time access to the complete First DataBank drug reference guide
- Access to patient-specific formulary information encourages compliance and streamlines the script fulfillment process

# HealthRamp CarePoint

## Application Features and User Interface



### Schedule Lookup

- Patient medical history
- Patient demographics

### Practice Management System Integration

PDX extracts and updates  
schedule and patient data

# HealthRamp CarePoint

## Application Features and User Interface



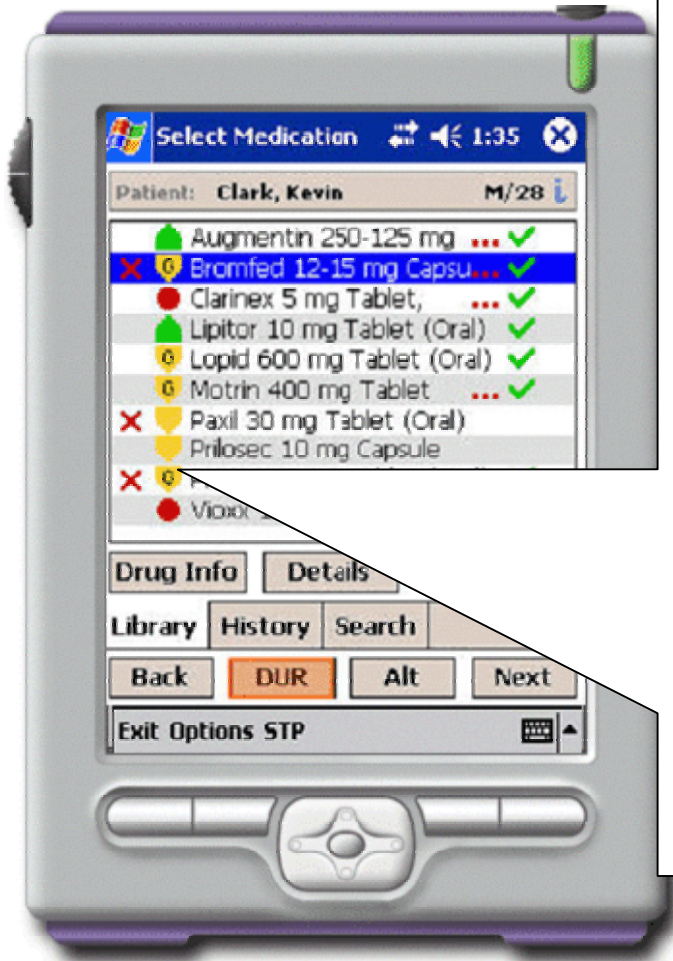
### Medication Lookup

- Physician Medication Library
- Patient Prescription History
- Drug Reference Guide

### Medication References

- Drug Interactions
- Real-Time Formulary
- Real-Time Eligibility Check

# HealthRamp CarePoint



App

**FORMULARY**

- Preferred
- Preferred if Prescribed Generically
- On Formulary
- On Formulary if Prescribed Generically.
- Not on Formulary
- Not Reimbursable

**D.U.R.**

- Contraindication Alert
- Severe Alert
- Moderate Alert
- Informational Alert

**INFORMATION**

- View Drug Information
- View Prescription
- Refill
- Request Renewal Prescription

**Rx ACTIVITY**

- Resend Prescription
- Cancel Prescription

ace

brary  
ory

heck

CarePoint icons instantly link to critical information



# HealthRamp CarePoint

## Application Features and User Interface



### Accurate prescriptions sent Securely to the Pharmacy

- 128-bit encryption
- Fully HIPAA-compliant

### Convenient for the Doctor, Patient, and Pharmacist

### Dosage and Administration

- Use common dosages or create custom dosages
- Attach SIGs automatically



# HealthRamp CarePoint

---

## Reduction of Practice Administrative Burdens

- Significant reduction of phone calls from pharmacy
- Prescriptions automatically transmitted to any U.S. pharmacy via secure electronic fax
- Reduction of paper-based manual data processing, saving time for physician, practice staff, and the patient



# HealthRamp, Inc.

---

**HealthRamp, Inc.**  
**33 Maiden Lane**  
**Fifth Floor**  
**New York, NY 10038**

**Phone: 212-440-1500**

**Fax: 212-480-4952**

**[www.healthramp.com](http://www.healthramp.com)**

**AMEX: RCO**

# HealthRamp, Inc.

---



## **Louis Hyman**

EVP, Operations and Chief Technology Officer, Ramp, Inc.

**Louis Hyman is executive vice president and chief technology officer of Ramp Corporation, a company that through its wholly owned subsidiaries provides Internet-based communication, data integration, transaction processing technologies, and call center services designed to provide access to safer and better healthcare.**

**Mr. Hyman brings to HealthRamp a wealth of experience in developing healthcare connectivity solutions, physician practice management systems, and advanced Web-based applications targeted to physicians and health insurers. Prior to joining Ramp in May 2001, Mr. Hyman founded iDeal Technologies, Inc., a healthcare integration consulting firm.**

**Earlier Mr. Hyman was vice president of information technology at WebMD, where he played a key role in the company's acquisition integration efforts. Before that, Mr. Hyman held senior technology management and executive positions with CareInsite, Inc., and LaPook Lear Systems Inc., both of which were merged into WebMD. Hyman graduated summa cum laude with a BS in Computer Science from St. John's University.**



**ACCESS TO BETTER HEALTHCARE**

**CONFIDENTIAL**

This document contains proprietary ideas, concepts, and other information which belong exclusively to Ramp, Inc. Information disclosed herein should be considered proprietary and confidential, and may not be disclosed, distributed, or reproduced without the express written consent of Ramp, Inc.