



ePrescribing Briefing

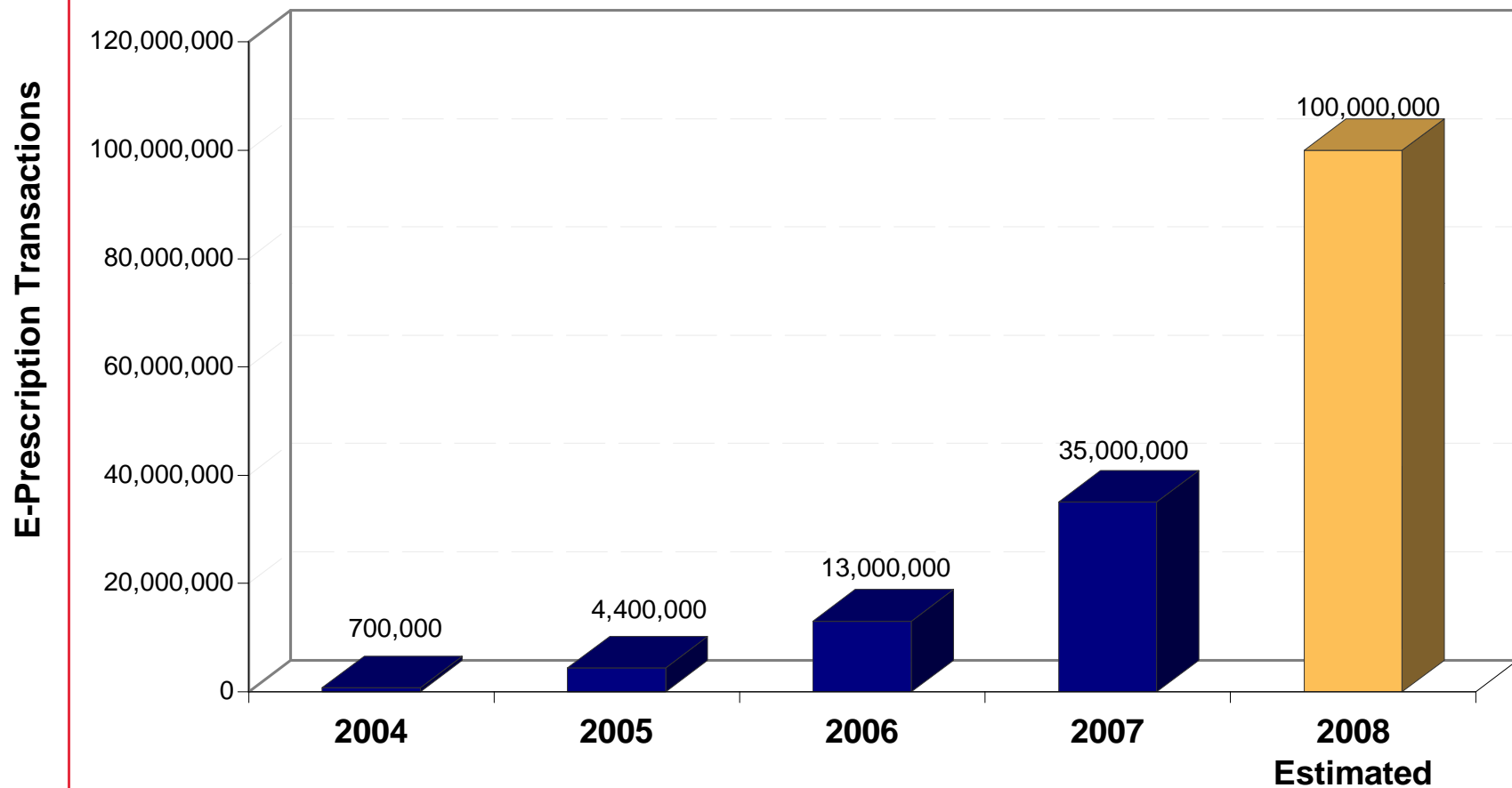
CVS Caremark experience driving ePrescribing
January 23, 2009

Unique industry positioning

Through our large and unique presence in ePrescribing, we have had the opportunity to steward ePrescribing development



While adoption is growing rapidly...



Source: Pharmacy Health Information Exchange, operated by SureScripts (December 2007).

Real Adoption Remains Lower

Mature market for connected pharmacies		January 2004	July 2005	September 2008
	% eRX Connected	1%	36%	95%
	States Connected	5	45	50
...but low physician adoption		January 2004	July 2005	September 2008
	% Registered ¹	1%	17%	22%
	% Actively Using ¹	0%	0.7%	10%
	% Eligible Scripts ¹	0%	0.2%	4%

¹ Surescripts-RxHub 2008 Dashboard Data. All apply to prescribers within the network

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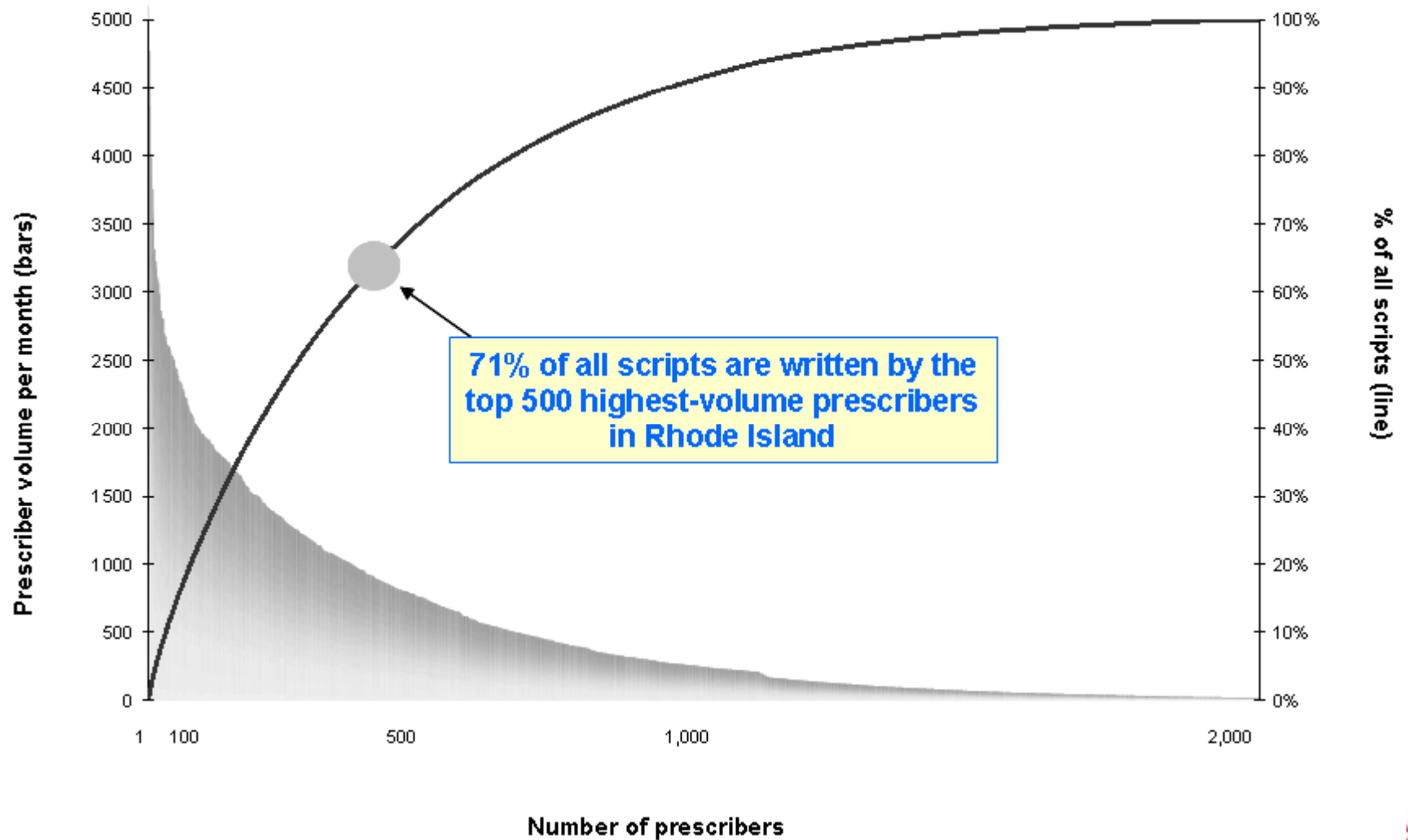
■ Themes we should make sure we cover

- Two definitions of ePrescribing
- The most important reasons to do this for the community:
 - Safety
 - Costs
 - C&P
- EMR v standalone solutions
- ePrescribing as a step

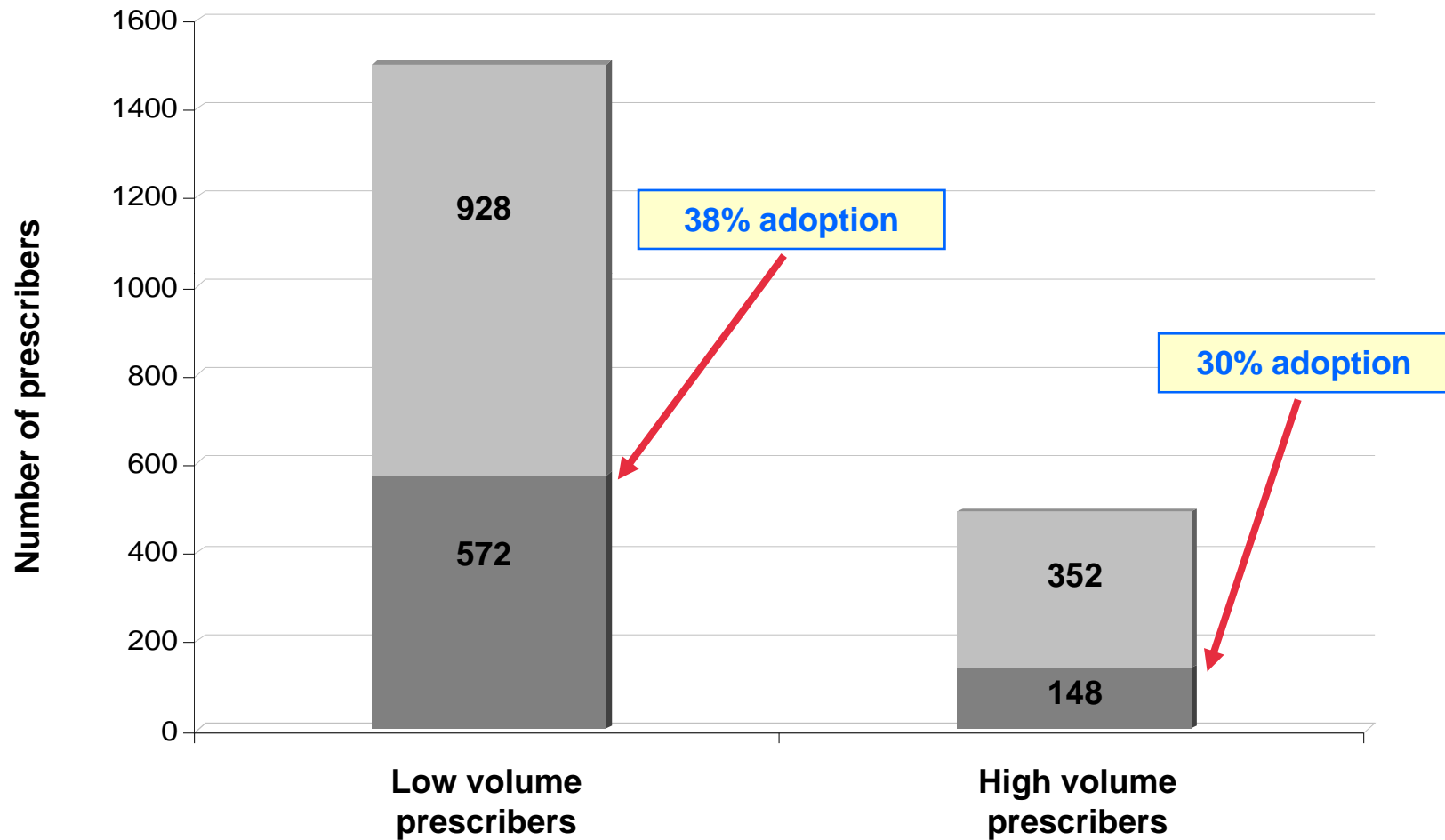
Key ingredients for successful ePrescribing community adoption

- Target the right prescribers with the right tools
 - Segmentation by market, practice size, high volume/low volume
- Provide the right tools to the high-prescribing, small office physician
 - Choice, but not too many choices
 - Not a one-size-fits-all solution (small practice/large clinic)
 - Stewardship of vendors
- Provide the right incentives and funding
 - Payor-based funding and incentives
- Provide the right support
 - In-office tech support and training
 - Community engagement
 - Broad pharmacy connectivity
- Foster the right education and communication
 - Pre-implementation
 - After-market support
- Community tipping point
 - True ePrescribing support at the pharmacy at ~5% community adoption

Case study: the top 500 prescribers in Rhode Island write 71% of all scripts...



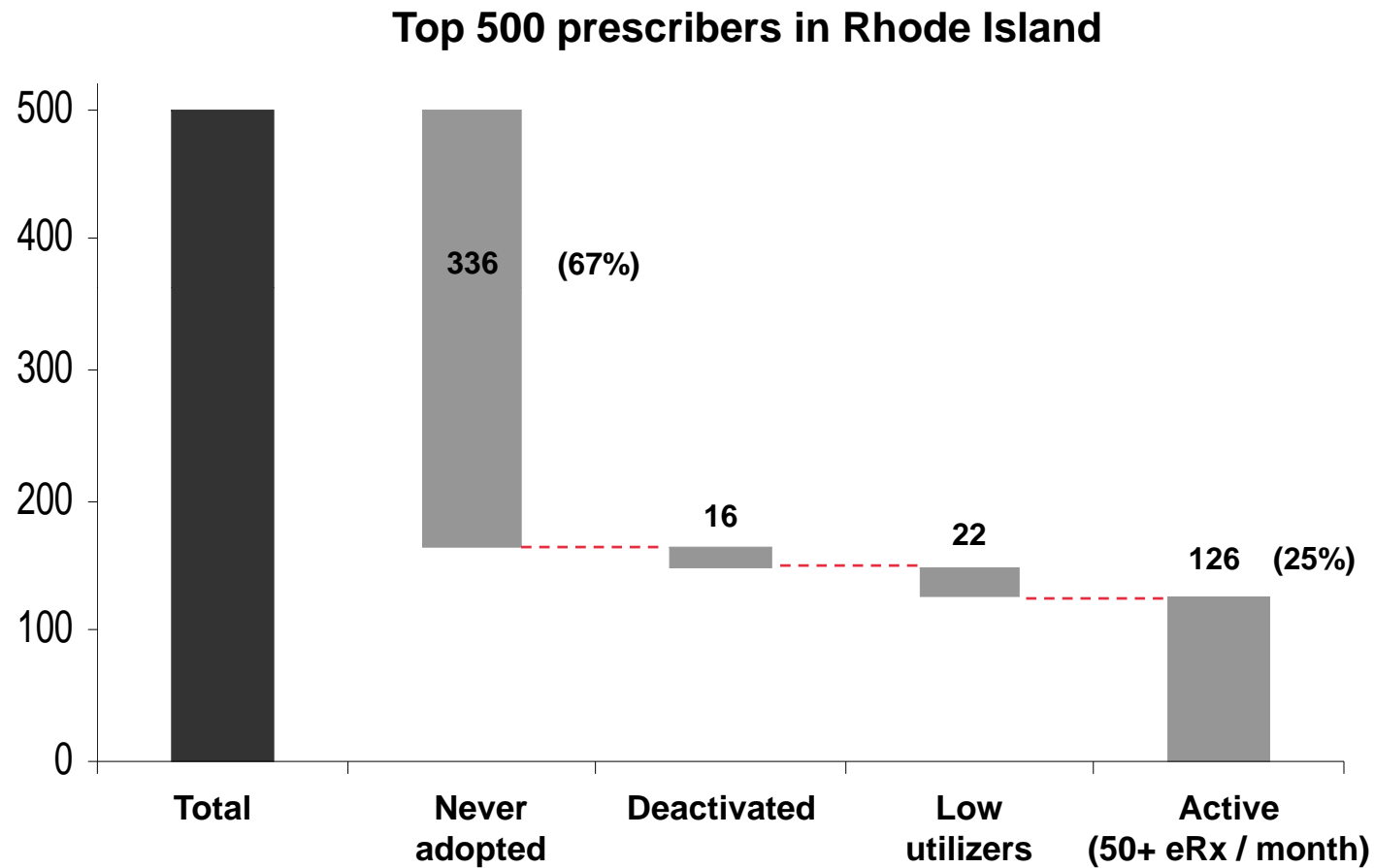
... yet surprisingly, high volume prescribers have adopted eRx at a lower rate than the low volume prescribers



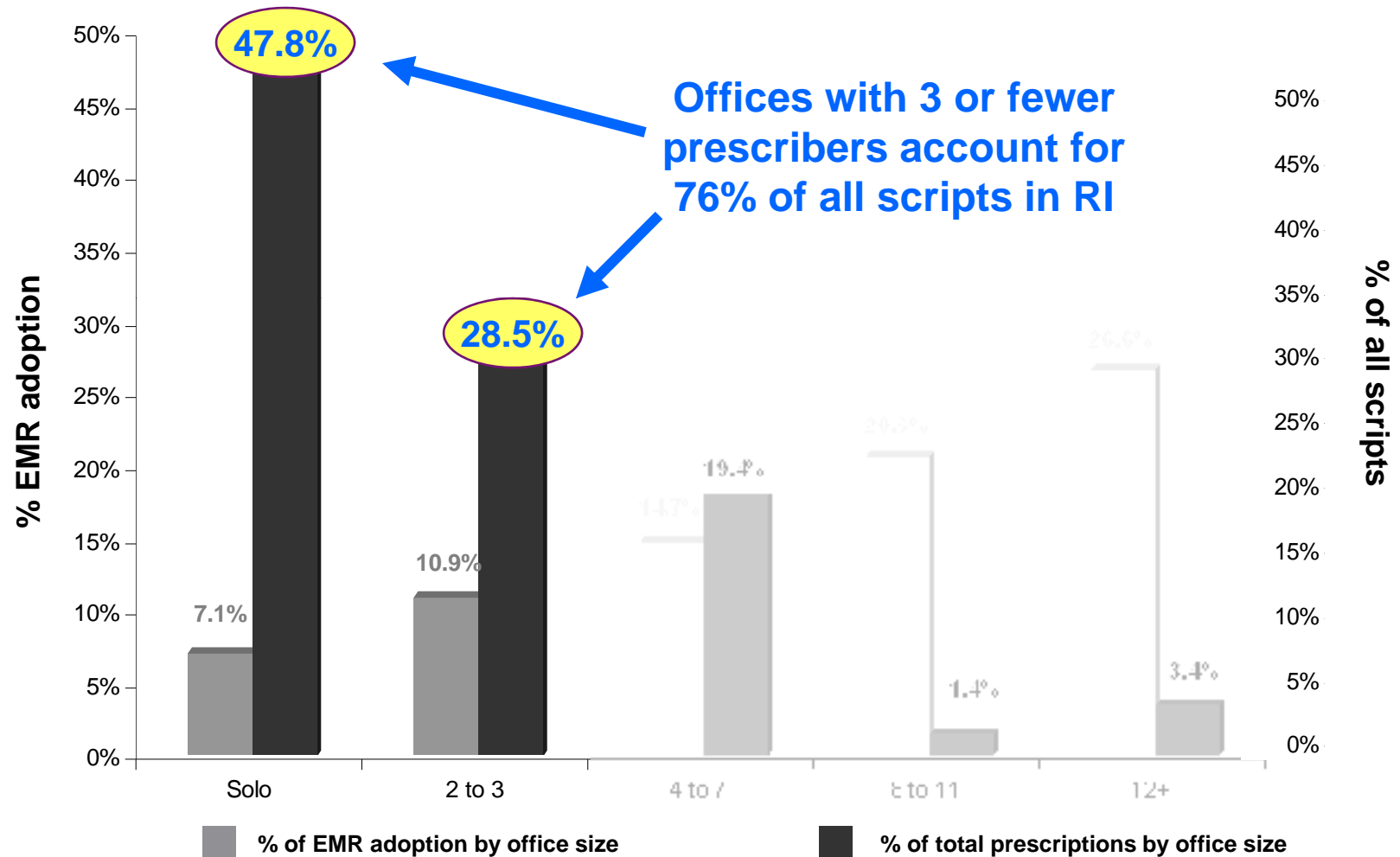
Non-adopters

Adopters

... and in Rhode Island, the issue is adoption, not utilization



Small physician offices- which drive the majority of prescriptions- are unlikely to adopt an EMR



Basis for position to support both EMR and ePrescribing adoption





Roles for the state's involvement in ePrescribing support

- Leader
- Convener
- Payor
- Steward of health & practice of medicine
- Educator
- Enforcer



For More Information

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