

2008 North American e-Prescribing Market Customer Service Leadership Award to



Frost & Sullivan presents the 2008 North American e-Prescribing Frost & Sullivan Customer Service Leadership Award to DrFirst Corporation. This Award is in appreciation of its commitment to serve its customers effectively and to maintain its leadership in the U.S. e-prescribing systems market through customer satisfaction and consequent customer base expansion. DrFirst is one of the few companies to achieve the new "Gold Rx" certification from SureScripts, for its e-prescribing solution, Rcopia™. The company also holds several credits to its e-prescribing management solution, including medical society endorsements, advanced certifications, and numerous success chronicles from its customers. In addition, eight (8) DrFirst users have also been presented with the 3rd Annual SureScripts Safe-Rx awards, presented to the three leading e-prescribing physicians within the nation's top 10 states with the highest rates of electronic prescribing. With eight awardees, DrFirst exceeded the total of all other standalone e-prescribing vendors combined. DrFirst has maintained the position as a market leader in the e-prescribing industry by actively developing the technology to support real-world physician practice workflows.

Rcopia – An Absolute Electronic Prescription Solution

Rcopia™ is a highly competent, full-fledged, stand-alone electronic prescription solution serving community physician practices as well as major health systems in the U.S. It is one of the most widely successful and relied upon stand alone e-prescribing solutions among the ambulatory physicians in the U.S. It seamlessly connects the prescription providers to both retail and mail order pharmacies. It serves as a comprehensive, stand alone e-prescribing solution, which encapsulates all important modules of an ideal e-prescription solution. It includes a clinical decision support system for prescribers, eligibility checks, formulary management, and medication history details for individual patients. The Rcopia application features flexible workflows and is accessible from many platforms, including desktop, laptop, and tablet PCs, PDAs, smartphones, and the Apple iPhone and iPod Touch.

Since 2004, DrFirst has been partnering with health plans to improve the adoption rate of e-prescribing systems among ambulatory care providers by resolving various issues concerned with adoption, including training costs and maintenance. DrFirst serves to meet the prescription

automation needs of physicians, especially medium sized practices, health insurance payers, hospitals, IPAs and Electronic Medical Records (EMR) vendors to provide seamlessly integrated electronic prescription systems. It provides complete, bi-directional connectivity between the pharmacy and the physician's office. More recently, DrFirst has begun offering its technology to hospitals in order to tie together the ambulatory and acute care prescribing environments and to EHR/EMR vendors in order to provide customized e-prescribing solutions for a broader set of physicians.

Competitive Customer Service – Backing up Successful Installations

DrFirst Corporation has a proven and well established workflow for installation, training and follow-up. This increases the likelihood that providers will become comfortable with e-prescribing technology and that they will become long-term users of Rcopia.

If problems occur after a provider has been trained, DrFirst's customer service and support team is available 24 hours a day to help. A toll-free customer support line is available for incoming customer queries and requests. Rcopia™ prescriptions have a unique serial number, which allows DrFirst customer care staff to efficiently troubleshoot problems.

DrFirst also works proactively to follow-up with new e-prescribing practices, resolving issues and performing refresher training as needed. To keep these new users engaged, DrFirst provides a monthly newsletter which features e-prescribing news, updates on software enhancements and case studies of users. For its enterprise clients, DrFirst provides a team of experienced account managers who understand both the technology-adoption experience of providers and the strategic objectives of program sponsors.

DrFirst Corporation has a proven and well established workflow for installation, training and follow-up. This not only increases the reliability of the company and credibility of its electronic prescription products but also drives the adoption rate of e-prescribing solutions among the physician practices.

Increasing Customer Base through Novel, Value-added Technologies & Services

Although e-prescribing has been in the market for more than a decade, providers who adopt a solution like Rcopia are often experiencing it for the first time. DrFirst believes that a good customer experience must begin with technology that is "simple, powerful, and fast". By focusing on making Rcopia easily configurable, with workflows that allow practice staff to play a role in supporting the providers, and by keeping the number of steps in the prescription-writing

process to a minimum, DrFirst has been able to successfully install and train thousands of actively-using physicians, residents, physician-assistants, nurse-practitioners, hospitalists, ophthalmologists, dentists, and other providers.

DrFirst has also maintained a consistent focus on the value of providers adopting new technology as a group, and the Rcopia application reflects that belief through its ability to integrate seamlessly with everything from practice management systems to EHR/EMRs, hospital systems, health information exchanges, and provider portals. The company's success in this regard is reflected in its growing customer base of major health systems, hospitals, IPAs, and PHOs,

To reach providers beyond the standalone e-prescribing market, DrFirst has partnered with more than 20 electronic medical record (EMR) vendors to provide sophisticated e-prescribing capabilities and support. These partners include many vendors who have achieved or are currently pursuing CCHIT certification. GE Healthcare, Greenway, HIT Services Group, LSS Data Systems, MediNotes, Nightingale, and Noteworthy, are among DrFirst's EMR partners.

Conclusion

DrFirst exhibits quick response to customer needs and feedback and deploys innovative, pre-sales and post-sales customer service management. This reflects in the increasing market share, reliability, and credibility of the company. To recognize the commitment to performance, effective customer service, and cost effective electronic prescription solutions, and to encourage the company's pledge to adopt innovative methods to meet the requirements of its healthcare IT clients, Frost and Sullivan presents the 2008 Customer Service Leadership Award to DrFirst Corporation.

Award Description

The Frost & Sullivan Award for Customer Service Leadership is bestowed upon the company that has demonstrated excellence in customer service leadership within its industry. The recipient company has shown tremendous responsiveness to customer needs and has continually focused on long and short-term customer profitability goals. In addition, the recipient company demonstrated flexibility in tailoring its product offerings to suit customer businesses. The recipient company has possibly developed and implemented innovative customer care systems that set unprecedented standards for customer interaction, timely response, and/or attention to customer needs.

Research Methodology

To choose the recipient of this Award, the analyst team tracks industry participants and monitors their customer service methods on an ongoing basis. The Award recipient is selected based upon extensive research collected from key market participants, secondary and technology sources, and customer interviews. Collected data is then cross tabulated to identify the number one ranking company.

Measurement Criteria

In addition to the methodology described below, there are specific criteria used in determining the final ranking of competitors in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Responsiveness to customer needs
- Monitoring and addressing customer feedback
- Providing value-added technology and services
- Implementation of new technologies to improve customer service
- Innovative customer service and customer contact strategies
- Unique customer experience management

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Frost & Sullivan

Frost & Sullivan, the Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit <http://www.frost.com>.

www.awards.frost.com