

Contact Info:

Irene Froehlich
Director, Marketing
DrFirst
240-671-3200 (c)
ifroehlich@drfirst.com

DrFirst Announces New GoldRx™ Certification Status

Rockville, MD February 27, 2007– DrFirst’s award-winning Rcopia software has achieved SureScripts GoldRx™ certification for advancing electronic prescribing by going above and beyond standard industry requirements. This certification separates DrFirst from other SureScripts Certified Solutions which do not fully utilize electronic technology to send prescriptions and which cannot access real-time medication histories or patient insurance information from Surescripts.

GoldRx™ certification identifies software vendors who deliver complete pharmacy interoperability, have implemented specific workflow enhancements into their products, offer outstanding customer service, and support other critical elements of automation. The certification is intended to guide physicians toward eprescribing systems that not only improve patient safety, but also introduce additional elements of quality and efficiency into the practice.

“Although the physician/pharmacist relationship is central to electronic prescribing, too many eprescribing applications fail to address the workflow and efficiency barriers between practice and pharmacy,” said G. Cameron Deemer, President of DrFirst. “We recognized early in the development of Rcopia that a close partnership with pharmacy and full implementation of electronic transactions would drive efficiency and safety for physicians and patients.”

GoldRx™ certification requires that physician software and service vendors meet a number of benchmarks for “live” customer deployments, that vendors implement changes to product workflow based on feedback and best practices from physicians at hundreds of practices around the country, and that vendors become certified for delivery of medication history from community pharmacies and formulary/eligibility information from SureScripts-certified payers and pharmacy benefit managers (PBMs).

About DrFirst

DrFirst is a national provider of physician connectivity services through its award-winning Rcopia electronic prescription management system. With a strong emphasis on products that link physicians, patients, pharmacies, and payers, DrFirst works to lower healthcare costs while improving clinical outcomes. DrFirst solutions are widely integrated with practice management and EMR software, and the company counts among its client base, not only physician practices, but major health plans, health systems, and EMR vendors. Learn more at www.drfirst.com.

About SureScripts

Founded by the pharmacy industry in 2001, SureScripts operates the Pharmacy Health Information Exchange™ which facilitates the electronic transmission of prescription information between physicians and pharmacists and provides access to life-saving information about patients during emergencies or routine care. Today, more than 95 percent of all pharmacies and all major physician technology vendors in the United States are certified on the Pharmacy Health Information Exchange. More information about SureScripts is available at www.surescripts.com.