

The ZRx Prescriber for Optimal Access to Physicians

Thanks to e-Prescribing, 161,000 of 500,000 prescriptions were changed due to different kinds of messages such as drug-to-drug interactions, allergies or indications.¹ As confirmed by a Boston Consulting Group study, "e-Prescribing is likely the most important new tool available to pharmaceutical marketers. [...] No other marketing tool can have such an influence on physicians at the ultimate place and time—at the point of care."²

In order to respond to the needs of all healthcare stakeholders such as patients, physicians, pharmacists, pharmaceutical companies and governments, ZoomMed Inc. has developed a new electronic tool, aimed at changing the way drugs are prescribed and marketed throughout Canada.

ZoomMed's ZRx Prescriber is a web-enabled application on a small pocket computer with a wireless Internet connection (Wi-Fi) that enables physicians to complete and send legible prescription information to pharmacists,^{3,4} allowing them to view this information online, specifically by reading the unique barcode of the prescription and to confirm it with a copy signed by the attending physician and presented by the patient.

The ZRx Prescriber becomes an innovative solution to bad handwriting and miscommunications between physicians and pharmacists, which cause 700 deaths per year in Canada. Also, the integrated drug reference (Emergis' SantéXpert™) advises physicians of drug-to-drug interactions and other preventable adverse events that improves patient safety. As of July 2007, our tool, efficient and user-friendly, is already used by more than 700 physicians (and 600 more are in the progress of integration) in Quebec, who testify to their great satisfaction with the product.⁵ ZoomMed is launching the ZRx Prescriber in Ontario and plans to make a similar breakthrough there thanks to strategic alliances supporting the access to Ontarian physicians.



The ZRx Prescriber insures an increased, ongoing and wide-scale dissemination of brand advertisement.

Table 1

What's in it for marketers?

- **Visibility**
Optimal increased and ongoing visibility.
- **Positioning**
At the ultimate point of care for the optimal practice of medicine.
- **Exception drug**
A fast and easy way of informing physicians about forms or codes for exception and Section 8 drugs.
- **Strategic key messages**
Targeted distribution of promotional, educational, compliance-oriented and other kinds of messages.
- **Compliance**
Possibility of enrolling patients on a specific program ensuring compliance.
- **CME**
Efficient and easy way of targeting your physicians.
- **Needs assessment**
Fast and easy way of identifying educational or cutting-edge needs of physicians.
- **Survey**
Possibility of publishing targeted surveys to physician and rapidly collecting a large amount of answers.
- **Clinical research**
Possibility of increasing recruitment for clinical trials according to the patient's profile.
- **Communications**
Possibility of diffusing corporate news, public communications, launch of a new product, conferences information, etc.
- **Samples management**
Possibility for physicians to easily request samples by sending an email to pharmaceutical companies.

An innovative tool for marketers

The ZRx Prescriber not only allows a better and safer medical practice, but also greater marketing resources by proposing various functionalities. Our media helps marketers to increase their effectiveness since access to the physician is now possible at the moment of truth and thus, for the patient's ultimate benefit (Table 1).

The ZRx Prescriber insures an increased, ongoing and wide-scale dissemination of brand advertisement. Strategic key messages aimed at educating the physician and the patient about the product's value-added benefits (Table 2) or any kind of relevant information can be displayed. Our tool provides a specific section for pharmaceutical information, such as:

- corporate news,
- CME activities,
- corporate and
- compliance programs.

In addition, the ZRx Prescriber has proved to be an optimal platform for publishing targeted surveys and conducting analyses of the educational needs of physicians.

To date, several pharmaceutical companies enrolled in the ZoomMed concept and profit from unique product visibility. Entirely



With a few e-pics, no more scribbling!

web-based, the ZRx Prescriber can be continually upgraded in order to meet the evolving needs of marketers.

ZoomMed Inc. (symbol ZMD) is a publicly traded company listed on the TSX Venture Exchange. Based on previous activities, ZoomMed has an in-depth knowledge of

Canada's healthcare system and a solid expertise in information technologies, two major assets for developing an essential tool, improving prescription management and preventing countless medical errors.

For more information about ZoomMed and its ZRx Prescriber, please visit our web site at www.zoommed.com or contact us for a presentation of the prescriber's potential!

Table 2

Value-added benefits

For physicians

- Optimized treatment options by consulting the patient's pharmaceutical profile
- Detection of drug interactions
- Integrated therapeutic advisor to facilitate decision making (SantéXpert™)
- Fast and user-friendly prescription renewal function for renewing all of the patient's prescriptions following his annual check-up
- Improved communication between physicians and pharmacists

For pharmacists

- Improved processing of prescriptions by scanning the unique bar-code of the prescription
- Access to the patient's demographic information as well as his prescriptions with a single click
- Fewer phone calls to physicians to clarify the content of their prescriptions
- Less clerical work, freeing pharmacists up to be of greater service to their clients
- Improved communication between pharmacists and physicians

For patients

- Lower risks of errors since prescriptions are always legible
- Fewer complications caused by drug interactions
- Faster prescription service in pharmacies



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User comments

"A user-friendly tool, in fact, I could not work without it anymore!"

Dr. Micheline Luneau, GP
Clinique Médicale de St-Hyacinthe

"An innovative technology which improves the communication between physicians and pharmacists and decreases the risks of errors."

Mr. Pierre-Jean Cyr,
Pharmacist
Jean-Coutu Pharmacy,
Clinique Médicale 3000



"The electronic prescriber facilitates the access to the pharmacological profile of our patients and especially to our many daily searches for information."

Dr. Michel Miron, GP
Clinique Médicale 3000 **CPM**

References

1. RxHub LLC, 2006. Henry Ford Medical Group (HFMG).
2. Boston Consulting Group (BCG). E-marketing at the point of prescription.
3. BAVV: L'actualité, Médecins sans papier, May 15 2007, p. 16.
4. BAVV: L'actualité, Médecins sans papier (La suite), July 2007, p. 16.
5. Lemay, EY: Le journal de montréal, « Fini les gribouillis », 14 May 2007, p.2.