One-of-a-kind solution recognized for its unique ability to check drug-to-lab values helps physicians make more informed decisions at the point-of-care

Culver City, CA – March 19, 2010 –
4medica, the leading independent provider of Web-based connectivity between physicians and clinical laboratories, announced today that its Meds4IHR electronic prescribing (e-prescribing) product, part of 4medica's Integrated Health Record (IHR) suite of solutions and already certified for real-time access to a patient's insurance eligibility, plan formulary and medication history, has received Surescripts certification for the secure electronic transmission of new prescriptions and prescription renewals with pharmacies.

This Software-as-a-Service (SaaS) solution sets a new standard in e-prescribing by providing the first-of-its-kind functionality that checks drug-to-lab interactions – not only at the time of placing medication orders, but also in real time as lab values change.

"The system's unique ability to provide checking for drug-to-lab – not just drug-to-drug and drug-to-allergy as with other systems – truly differentiates this product," said Ravi Sharma, 4medica's president and CEO. "The drug-to-lab checking adds a new level of safety for medication orders. No other e-prescribing solution on the market currently offers this essential functionality."

Working in conjunction with 4medica's lab outreach solution, Lab4IHR, the system automatically detects and alerts physicians of the changes in lab values for patients on certain medications that may pose a safety concern. A graphical display of the medication against pertinent lab values helps physicians view the relationship between medications and lab results using customizable data sets. This unique functionality in the ambulatory care health information technology market allows physicians to visualize the co-relationship over time at the point-of-care. Physicians can set up distinct data sets with up to four medications and four lab results, which are automatically graphed for certain patients, making it easy for clinicians to visually check the changes. Studies show this type of co-relationship can help doctors improve patient safety and outcomes.

Meds4IHR consists of other sophisticated features, including:
- Allergy and drug interaction alerts
- Contraindications tailored to each patient's age, sex and co-morbidities
- Alternative medication prompts that display other drugs in the same therapeutic class with appropriate dosages, approved formulary of the patient's health plan, and cost per dose
- A multi-source integration platform that enables physicians to utilize the drug-to-lab functionality even if the physician uses multiple labs
- A view of a patient's relevant outpatient medication history and inpatient history of drugs prescribed during hospital encounters when using 4medica's inpatient solution, Inpatient4IHR

By using 4medica's Meds4IHR e-prescribing application, providers can reduce costs, enhance patient safety, improve practice efficiency, and qualify for Medicare e-prescribing incentives to ultimately help them make better prescribing decisions at the point-of-care.

About Surescripts

Surescripts operates the nation's largest e-prescription network and supports a rapidly expanding ecosystem of health care organizations nationwide. Surescripts was founded on the principles of neutrality, transparency, interoperability, efficiency, collaboration and quality. Surescripts connects prescribers in all 50 states through their choice of e-prescribing software to the nation's leading payers, chain pharmacies and independent pharmacies. Available during emergencies or routine care, the Nation's E-Prescription Network gives health care providers secure, low-cost, electronic access to prescription and health information that can save their patients' lives, improve efficiency and reduce the cost of health care for all. For more information, go to www.surescripts.com.

About 4medica

4medica is the nation's leading provider of Web-based applications designed to create easy access to patient-centric, real-time, actionable data by integrating information from legacy systems at multiple inpatient and outpatient locations. Starting out as a lab outreach connectivity company, 4medica has expanded its offerings into an Integrated Health Record (IHR) that helps hospitals and physician practices leverage existing technology systems while improving the access and functionality they lack. Its IHR application suite, which was developed in collaboration with physicians, has already received unrivalled acceptance and adoption because of its powerful, yet intuitive functionality, coupled with its demonstrated ability to help reduce costs, improve quality of care and favorably impact clinical outcomes. 4medica continues to build on its success in connecting over 100 institutional customers with over 22,000 physicians. For more information, visit www.4medica.com.