

### Purkinje presents on “Impact of clinical decision support on electronic prescribing” at AHQA Conference.

Purkinje, which provides electronic medical record software with evidence-based decision support, was the only medical software vendor presenting at the AHQA conference.

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**ST. LOUIS, MO – November 17, 2005.** *The American Healthcare Quality Association conference, held in Arlington, VA on November 16th-18th, addressed quality measurement and improvement in the new Medicare Part D prescription drug benefit program.*

*The new Medicare prescription drug benefit goes into effect January 1, 2006. Measuring and improving the quality of drug therapy for patients is now a critical challenge for the Centers for Medicare and Medicaid Services (CMS).*

*The AHQA conference assembled diverse stakeholders to discuss how quality should be measured under the new Medicare prescription drug benefit, and to identify models of good practice that can be measured and replicated. Purkinje was the only medical software vendor to present at the conference.*

*Dr. Tom Doerr, Purkinje’s Chief Medical Officer, presented the results of two studies published in two peer-reviewed medical journals, the Annals of Family Medicine (2004) and the Journal of Managed Care Pharmacy (2005). He also provided examples and explanations of how the clinical decision support information helps physicians improve the cost-effectiveness of their pharmacotherapeutic decisions.*

*Paul Veregge, M.D., Medical Director for Informatics at Affinity Health Systems and a coauthor of one of the studies added, "Affinity performed these studies to measure physician acceptance, patient value and ROI using the Purkinje solution and the results were extremely compelling. We estimate that we have ongoing savings exceeding \$3 million dollars annually, over the last several years, attributable to Purkinje's e-prescribe software specifically due to its built-in Clinical Decision Support System increasing our generic prescribing rate. These savings of about \$1,300 per physician per month at Affinity amount to more than a 1,000% (ten-fold) annual return on our investment. Improved patient safety and instantaneous prescribing information for physician-to-physician communication are other compelling reasons for its use throughout our organization."*

*Dr. Doerr added: "These studies are important because more than a half-dozen controlled studies of other Clinical Decision Support Systems published in recent years have not been able to document any significant beneficial effects on physician’s patient care decisions."*

## About Purkinje

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*Purkinje goes beyond simply automating clinical workflow by delivering context-specific, evidence based decision support to busy clinicians without slowing them down. Purkinje is the only electronic prescribing system proven in a peer-reviewed study to reduce outpatient medication costs. For more information, please visit [www.purkinje.com](http://www.purkinje.com).*