

Zix Corporation and Blue Cross Blue Shield of Massachusetts Expand the Industry's Largest e-Prescribing Program

e-Prescribing industry's longest running program adds additional users with Zix Corporation

DALLAS, March 2, 2009 (PRNewswire-FirstCall) – Zix Corporation (ZixCorp®) (Nasdaq: ZIXI) and Blue Cross Blue Shield of Massachusetts (BCBSMA) today announced a contract to add another 400 e-Prescribing physicians in 2009. Zix Corporation and Blue Cross Blue Shield of Massachusetts are extending their successful e-Prescribing program which is now entering its sixth year. Under the contract terms, Zix Corporation will immediately begin recruiting and deploying PocketScript® e-Prescribing services to 200 physicians in Massachusetts. A further 200 prescribers will be recruited and deployed following the full release of the latest version of PocketScript® which is scheduled for early in the second quarter.

This latest expansion is yet another step to ensure widespread adoption of e-prescribing in Massachusetts. BCBSMA previously announced that e-prescribing is a requirement for any physicians seeking to qualify for BCBSMA incentive programs. BCBSMA is supporting e-prescribing in an effort to continuously improve the quality, affordability, and efficiency of care for its members. The new requirement applies to both primary care physicians and specialists.

During 2008, Massachusetts e-prescribers transmitted more than 4.0 million electronic prescriptions. The program averaged 331,500 electronic prescriptions transmitted each month and increased overall prescription volume to 17.8 million total electronic prescriptions sent to date by the program's prescribers. In 2008, 82,600 e-prescriptions were changed or cancelled due to a drug-to-drug or drug allergy warning. This safety improvement is representative of 2% of the overall electronic scripts.

About Blue Cross Blue Shield of Massachusetts

Blue Cross Blue Shield of Massachusetts (www.bluecrossma.com) was founded 72 years ago by a group of community-minded business leaders. Today, headquartered in Boston, BCBSMA provides coverage to approximately 3 million members. BCBSMA believes in rewarding doctors and hospitals for delivering safe and effective care, and in empowering patients to take more responsibility, become educated health care consumers and become stronger partners with their doctors. Blue Cross Blue Shield of Massachusetts is an independent licensee of the Blue Cross Blue Shield Association

About Zix Corporation

ZixCorp is the leading provider of easy-to-use-and-deploy email encryption and e-prescribing services that Connect entities with their customers and partners to Protect and Deliver sensitive information in the healthcare, finance, insurance and government industries. ZixCorp's hosted Email Encryption Service provides an easy and cost-effective way to ensure customer privacy and regulatory compliance for corporate email. Its PocketScript® e-prescribing service saves lives and saves money by automating the prescription process between payors, doctors and pharmacies. For more information, visit www.zixcorp.com.

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