

## **MEDIA ADVISORY**

### **Zix Corporation to Present HIMSS Webinar “The Five Foundations of Successful e-Prescribing Programs”**

**DALLAS — Aug. 15, 2005 —** Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), a global provider of secure e-messaging and e-prescribing applications and services, today announced Kirk Paul Kirkman, vice president of physician recruitment and retention for ZixCorp, will present “The Five Foundations of Successful e-Prescribing Programs” on Aug. 18.

One of a series of six e-prescribing-focused Web seminars presented by HIMSS, this presentation will examine e-prescribing models and challenges of the past as well as what is needed to succeed in today’s environment. This Webinar will offer case studies from both the provider and health plan perspectives to illuminate the successes and potential roadblocks for e-prescribing adoption.

**What:** “The Five Foundations of Successful e-Prescribing Programs”  
**When:** Aug. 18, 3:00 p.m. (EDT)  
**Who:** Kirk Paul Kirkman, vice president of physician recruitment and retention  
**To Register:** [http://www.himss.org/asp/education\\_webinars.asp](http://www.himss.org/asp/education_webinars.asp)

#### **About HIMSS**

HIMSS (Healthcare Information and Management Systems Society) is the healthcare industry's membership organization exclusively focused on providing leadership for the optimal use of healthcare information technology and management systems for the betterment of human health. Founded in 1961 with offices in Chicago, Washington D.C., and other locations across the country, HIMSS represents more than 15,000 individual members and some 250 member corporations that employ more than 1 million people. HIMSS frames and leads healthcare public policy and industry practices through its advocacy, educational, and professional development initiatives designed to promote information and management systems' contributions to ensuring quality patient care.

#### **About Zix Corporation**

Zix Corporation (ZixCorp®) provides easy-to-use-and-deploy e-communication services that protect, manage, and deliver sensitive information to enterprises and consumers in healthcare, finance, insurance, and government. ZixCorp's eSecure services enable policy-driven email encryption, content filtering, and send-to-anyone capability while its eHealth services improve patient care, reduce costs, and improve efficiency through e-prescribing and e-lab solutions. For more information, visit [www.zixcorp.com](http://www.zixcorp.com).

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