

Zix Corporation and CareGroup Launch e-Prescribing Program in Massachusetts

Regional healthcare system coordinates deployment of e-prescribing technology to an initial 500 physicians to reduce errors, improve productivity, and decrease cost

BOSTON and DALLAS — Jan. 12, 2004 — Zix Corporation (ZixCorp™), (Nasdaq: ZIXI), Blue Cross Blue Shield of Massachusetts (BCBSMA), and Tufts Health Plan, today announced that CareGroup Healthcare System, based in Boston, Mass., will deploy ZixCorp's PocketScript e-prescribing technology to an initial 500 physicians through an e-prescribing program called the "eRx Collaborative." The eRx Collaborative was founded by BCBSMA and Tufts Health Plan to provide ZixCorp's PocketScript technology to Massachusetts' physicians with a goal of increasing the efficiency and accuracy of the prescription process.

By working through the eRx Collaborative, CareGroup will streamline the deployment process so its physicians can quickly implement the technology and begin seeing the benefits associated with e-prescribing, including a reduction of errors, improvement of productivity, and decreased costs. The system enables physicians to create both new and refilled prescriptions, identify drug-to-drug interactions, and review a patient's drug history, while providing an electronic link to health plan coverage information, and both retail and mail-order pharmacies.

"PocketScript helps physicians save time, enhance patient safety, and provide fewer office resources dedicated to prescription management," said John Halamka, M.D., chief medical information officer for CareGroup Healthcare System. "Traditional pen and paper prescriptions run the risk of legibility problems and possible errors and formulary incompatibility. PocketScript enables our physicians to have all the patient and payor information they need at the point of care, which is both efficient and convenient."

Dr. Robert Mandel, BCBSMA vice president of provider enrollment and services, welcomes CareGroup into the program. "We believe this technology has great potential to dramatically improve patient care and reduce prescribing errors. Therefore, we would like to encourage widespread adoption of this technology among the largest possible group of prescribers. CareGroup's participation shows that we're on the right track."

"Our research has shown that e-prescribing is a powerful tool that can improve the safety and efficiency of the prescribing process for physicians, their practices, and patients," said Joe Raduazzo, M.D., medical director for pharmacy services at Tufts Health Plan. "E-prescribing is an example of

how technology can improve the safety and quality of health care delivery. The commitment of CareGroup participating in the deployment of this technology illustrates how health plans and providers can work together to improve the care of patients.”

“The initial participation of 500 CareGroup providers is an excellent indication of the continued acceptance of e-prescribing technology in the Northeast region,” said Daniel S. Nutkis, vice president, Care Delivery Solutions at ZixCorp. “We are pleased to be a part of the eRx Collaborative with such prestigious organizations as Blue Cross Blue Shield of Massachusetts, Tufts Health Plan, and CareGroup.”

eRx Collaborative

Blue Cross Blue Shield of Massachusetts (BCBSMA), Tufts Health Plan, and Zix Corporation announced a collaboration to offer physicians a comprehensive e-prescribing program. The program is expected to dramatically improve patient safety and reduce medical costs.

About CareGroup Healthcare System

CareGroup is a team of healthcare professionals who are dedicated to providing the best quality care and services to patients in a highly personalized manner. CareGroup and its members offer a broad spectrum of health services to residents of Eastern Massachusetts in a variety of settings ranging from world-renowned academic health centers and outstanding community hospitals, to physician offices and community health centers. For more information, visit www.caregroup.org.

About Zix Corporation

Zix Corporation (ZixCorp™), through its Care Delivery Solutions Group, is a trusted provider of solutions from e-prescribing and electronic prescription management. By offering care delivery services, ZixCorp enables physicians and payors to streamline the prescription process, maximize patient safety, and optimize operational efficiency. ZixCorp e-communications services enrich the doctor/patient relationship through easy-to-use technologies with convenient send-from-anywhere capability. For more information, visit www.zixcorp.com/caredel.

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