

## **Zix Corporation Signs Baycare Health Partners To Support e-Prescribing Application**

### **Large IPA to take advantage of e-prescribing offer from eRx Collaborative**

**DALLAS — August 3, 2004** — Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), a global provider of e-messaging protection and transaction services, today announced that Baycare Health Partners Inc. will support the adoption of ZixCorp's PocketScript™ e-prescribing technology offered through the eRx Collaborative, a program founded by Blue Cross Blue Shield of Massachusetts (BCBSMA) and Tufts Health Plan.

The eRx Collaborative offer, aimed at increasing patient safety and improving the efficiency and accuracy of the prescription process, will enable Baycare's 580 qualifying prescribers to securely and electronically transmit prescriptions directly to the pharmacy via an approved wireless device or secure Web browser. The PocketScript system eliminates errors due to legibility and expedites the prescription refill process for consumers, as well as enables physicians to identify drug interactions, view a patient's drug history, and check for health plan drug formulary coverage.

"Baycare strives to assist its physicians in delivering quality patient care while improving practice efficiency," said Mark DePace, director of information services and medical management for Baycare Health Partners. "PocketScript puts access to comprehensive drug information at the decision point, facilitating accurate prescription selection and speedy delivery."

Baycare will receive thorough education, training, and customer support from ZixCorp for its physicians and their office staffs to help incorporate the system into their existing office workflow. ZixCorp, on behalf of the eRx Collaborative, has begun a comprehensive physician recruitment campaign for Baycare members.

"The eRx Collaborative continues to gain momentum and acceptance in the industry," said Rick Spurr, president and chief operating officer for ZixCorp. "Through their support and the support of healthcare institutions such as Baycare, we have seen improvement and momentum in the physician recruitment rate under the eRx Collaborative program."

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**About Baycare Health Partners, Inc.**

Baycare Health Partners is a physician-hospital organization (PHO) jointly owned by the Greater Springfield IPA (GSIPA) and Baystate Health System (BHS). Representing a three-hospital health system and over 900 physicians, Baycare is the largest PHO in Western Massachusetts. Formed in 1994 to meet the evolving challenges of the managed care environment, Baycare's general purpose is to provide a structure for physician/ hospital cooperation in anticipating and responding to these challenges.

**About Zix Corporation**

Zix Corporation (ZixCorp<sup>®</sup>) is a global provider of e-messaging protection and transaction services. ZixCorp offers a range of solutions to protect organizations from viruses, spam, and electronic attack, as well as enabling secure electronic communications, such as email encryption, e-prescribing, on-line doctor visits, and electronic lab results. ZixCorp helps organizations of any size to streamline operations, reduce risks, and leverage the efficiencies of e-messaging. For more information, visit [www.zixcorp.com](http://www.zixcorp.com).

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