

## **News Release**

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# South Shore Medical Center Implements Zix Corporation's e-Prescribing Application

First-phase rollout currently averages more than 325 scripts per day, including weekends using PocketScript®

**DALLAS** — **April 12, 2005** — Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), a global provider of secure e-messaging, e-prescribing, and e-transaction applications and services, today announced that South Shore Medical Center (SSMC), a multi-specialty private practice with locations in Norwell and Kingston Mass., has signed a contract to deploy ZixCorp's PocketScript® e-prescribing technology to its 48 prescribers. As with other sponsored physicians and physician practices in Massachusetts, a portion of SSMC's PocketScript implementation costs will be subsidized by the eRx Collaborative.

PocketScript will enable SSMC physicians to write and generate prescriptions directly to pharmacies through either a wireless handheld PDA or a secure Web site. The application includes formulary information, a drug reference guide, drug-to-drug and drug-to-allergy checking, and patient specific drug-dispensed lists. PocketScript provides greater legibility, improved communication for greater patient safety, lower costs, and improved office efficiency.

SSMC is rolling out its e-prescribing initiative in phases. With 31 active users in February, the practice logged 9,115 e-prescriptions written via PocketScript — averaging more than 325 scripts per day, including weekends.

"The convenience and efficiency of PocketScript is highly valuable," said Dr. Ed Nalband, medical director for SSMC. "Not only can I prescribe from anywhere, anytime, but I have access to the medication histories of every patient in the practice, not just mine. The system also streamlines the refill process and enables the practice to have new patients entered and ready for prescriptions immediately. A big plus is that ZixCorp is willing to spend time to ensure we have everything we need to implement the system in the easiest manner possible. I feel strongly enough about PocketScript to highly recommend it to practices."

"Our expanding user base combined with the increasing number of prescriptions written using PocketScript shows that we're on the right course. Our training and utilization teams are doing an excellent job working with physicians like those at South Shore to ease the transition from pad and pen to a more efficient digital solution" said Kirk Paul Kirkman, vice president of physician recruitment and retention for ZixCorp. "

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#### **About South Shore Medical Center**

South Shore Medical Center (SSMC) is an independently owned, multi-specialty private practice of over 40 physicians engaged in internal medicine, pediatrics, surgery, and obstetrics/gynecology. Since 1962, SSMC has provided primary medical care as well as a variety of specialty and ancillary services to patients throughout the South Shore. For more information, visit <a href="https://www.ssmedcenter.com">www.ssmedcenter.com</a>.

#### About the eRx Collaborative

Blue Cross Blue Shield of Massachusetts (BSBCMA), Tufts Health Plan, Neighborhood Health Plan, Zix Corporation and DrFirst, Inc. have formed a collaboration to offer up to 3,500 physicians a comprehensive e-prescribing program. The program is expected to improve patient safety and reduce medical costs.

# **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.

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### **ZixCorp Contacts:**

Public Relations: Christa Osswald (214) 370-2175, <a href="mailto:publicrelations@zixcorp.com">publicrelations@zixcorp.com</a> Investor Relations: Peter Wilensky (214) 515-7357, <a href="mailto:invest@zixcorp.com">invest@zixcorp.com</a>