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MEDIA ADVISORY

Zix Corporation to Speak and Exhibit at TEPR 2005

Company to present five presentations on the latest trends in healthcare IT

DALLAS —April 27, 2005 — Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), a global provider of secure e-messaging, e-prescribing, and e-transaction applications and services, today announced it will exhibit and present five cutting-edge topics in healthcare IT at TEPR 2005. Dr. Daniel Sands, vice president and chief medical officer for ZixCorp, will discuss the benefits of electronic prescribing, physician use of IT in the office, and e-communication in patient care. Edward Smith, senior research engineer for ZixCorp, will explore the need for interoperable communications in EMR systems. Mick Kowitz, ZixCorp's vice president of technology for eHealth will discuss the development and implementation of the successful Massachusetts Health Data Consortium's (MA-SHARE) MedsInfo-ED patient safety program.

For more information, please visit
http://www.medrecinst.com/conferences/tepr/2005/index.asp?id=121

What:	TEPR 2005	
Who:	Edward Smith MA, MS	Senior Research Engineer
	Mick Kowitz	Vice President of Technology for eHealth
	Daniel Sands, MD, MPH	Vice President and Chief Medical Officer
When:	May 14-18, 2005	
Where:	Salt Palace Convention Center	
	100 S. West Temple	
	Salt Lake City, UT	
	Booth 1534	

Details:

"ePCC: E-mail and Other Electronic Ways to Communicate Clinically"

Monday, May 16, 9:30 a.m. – 10:00 a.m.
Patient Provider Communications Track
Presented by Daniel Sands, MD, MPH

Electronic communication is the most frequently used tool on the Internet, yet it has not been widely adopted by physicians. Should it be used? Under what conditions? What technologies, other than regular e-mail, are available? Should physicians be reimbursed for this and if so, how? What does the future hold? Dr. Sands, an international thought leader on this topic, will discuss these and other issues.

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"Ditch the Prescription Pad: E-Prescribing Benefits Today and Tomorrow"

Tuesday, May 17, 8:45 a.m. – 9:15 a.m.
e-Prescribing Track
Presented by Daniel Sands, MD, MPH

As the healthcare industry and the government encourage e-prescribing, it's important to know how doctors are affected. Daniel Sands, physician and chief medical officer for ZixCorp, , discusses the results of studies showing enhanced safety, reduced errors, improved efficiency, and savings in both time and costs. Dr. Sands will also discuss the future benefits of eRx technologies.

"MedsInfo-ED: Massachusetts' Statewide Medication History Program Zix Corporation's Process of Development and Implementation"

Tuesday, May 17, 10:00 a.m. – 10:30 a.m.
State and Regional Policies and Planning for EHRs Track
Presented by Mick Kowitz

This session will discuss the implementation of the Massachusetts Health Data Consortium's MA-SHARE (Simplifying Healthcare Among Regional Entities) patient safety program. This initiative is the first in the country to deliver real-time patient prescription medication history from multiple data sources to emergency department physicians. The discussion will center on lessons learned in gaining statewide participation and the technical struggles and achievements associated with integrating the five largest health plans in Massachusetts to provide medication history through PBMs and health plans.

"PHI in Email: The Need for Integrated EMR Solutions"

Tuesday, May 17, 10:30 a.m. – 10:55 a.m.
Security Issues Track
Presented by Edward Smith

The presentation will explore the common uses of email in and among healthcare organizations for communications between care providers, patients, and other covered entities. It will explore requirements for effective integration with EMR solutions and email to provide secure, easy-to-use, interoperable communications. Statistics will be presented that have been gathered from numerous healthcare organizations. The results will reveal the level of PHI exposure in email and the need for integrated EMR solutions with secure messaging capabilities to better protect patient's privacy.

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"Fumes vs. Fuel: Making the Case for Physician Use of IT"

Wednesday, May 18, 8:00 a.m. – 8:25 a.m.
EMR Implementation Track
Presented by Daniel Sands, MD, MPH

There are numerous trends that are putting increased pressure on physicians and their practices and technology can help mitigate many of these pressures. Ironically, despite its increasing necessity, IT is terribly underutilized in clinical practices. How can technology help clinicians make better decisions? What tools are available and what is the pathway to adoption? Dr. Sands, who has spent 14 years developing and implementing healthcare IT solutions, will answer these and other questions.

Exhibition Booth

ZixCorp will be available for questions and to provide product demonstrations in booth 1534 throughout the conference.

About TEPR

TEPR (Towards an Electronic Patient Record) has grown into the leading healthcare technology event by proving rich educational programs, cutting-edge technologies in the exhibition hall, and many entertaining networking opportunities. Each year, the team at the Medical Records Institute (MRI) carefully selects a faculty of 450 experts to present analyses and descriptions of new approaches, successes, and pitfalls in the EHR arena. The Medical Records Institute's (MRI) Mission is to promote and enhance the journey towards electronic health records, e-health, mobile health, and related applications of information technologies (IT).

About Zix Corporation

Zix Corporation (ZixCorp(R)) 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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