

## **MEDIA ADVISORY**

### **Healthcare Experts Discuss What's Next In e-Prescribing**

#### **ZixCorp presents "e-Prescribing: Beyond the Basics" Web seminar**

**DALLAS — Nov. 1, 2005** — Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), a global provider of secure e-messaging and e-prescribing solutions and services, today announced it will present "e-Prescribing: Beyond the Basics" on Nov. 29.

This educational Web seminar for health plans and state Medicaid agencies will explain how e-prescribing fits into the big picture of healthcare today. It includes a panel of healthcare experts who will tackle issues including the role of electronic technology in government initiatives — including Medicare Part D — critical success factors, and where the industry is headed.

**What:** "e-Prescribing: Beyond the Basics"

**When:** Nov. 29, 3:00 p.m. EST/ 2:00 p.m. CST

**How to register:** [www.zixcorp.com/info/ehealth](http://www.zixcorp.com/info/ehealth)

#### **Details:**

Featured presenter and moderator:

Cynthia Burghard, research director, healthcare insurance for Gartner, Inc.

Panelists:

- Steven J. Fox, senior director of provider relations, communications and ehealth innovation for Blue Cross Blue Shield Massachusetts
- Charles N. Kahn III, president of Federation of American Hospitals; commissioner for American Health Information Community; board member for ZixCorp
- Sheera Rosenfeld, manager, health information technology practice for Avalere Health LLC

#### **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 service improves patient care, reduces costs, and improves efficiency through an e-prescribing solution. For more information, visit [www.zixcorp.com](http://www.zixcorp.com).

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