

Zix Corporation Celebrates National Patient Safety Awareness Week with Continued Success in e-Prescribing

PocketScript® Physician Wins Safe-Rx Award and Massachusetts again takes top e-Prescribing State Honors

DALLAS — March 4, 2008 —Zix Corporation (ZixCorp®), (Nasdaq: ZIXI), the leader in hosted services for email encryption and e-prescribing, today celebrates National Patient Safety Awareness Week, which runs from March 2-8, 2008, for building awareness of improving patient safety at the local level. The Company's PocketScript® e-Prescribing service helps physicians, especially in smaller practices, save time, save money, and most importantly, save lives through the elimination of medication errors, which affects more than 1.5 million Americans per year, according to the Institute of Medicine's (IOM) latest report on e-prescribing.

"My hope is that National Patient Safety Awareness week will give greater visibility to the fact that Washington needs to mandate electronic prescribing now before more people die of preventable medication errors," said J. Lyle Bootman, PhD., Sc.D., College of Pharmacy, University of Arizona and co-author of the IOM's 2006 report on e-prescribing. "We know that e-prescribing works to minimize many types of medication errors as doctors are alerted of dangerous drug interactions before the prescription is ever issued."

PocketScript users continue to be at the forefront of increasing patient safety with their utilization of e-prescribing. Dr. Lorenver Po of Holyoke, MA, a PocketScript user since 2005, was today awarded, for the second consecutive year, a Safe-Rx award by SureScripts®. The Safe-Rx Awards are based on an analysis of data from new prescriptions and refill responses electronically transmitted over the Pharmacy Health Information Exchange™, operated by SureScripts. Dr. Po stated that, "An important safeguard against potential prescription errors and slowdowns at the pharmacy is the fact that PocketScript won't let me transmit any prescription until all relevant information fields have been populated. This has greatly reduced delays incurred when pharmacists have to call (and wait for callbacks), in search of missing information on incomplete prescriptions."

The National Association of Chain Drug Stores (NACDS), the National Community Pharmacists Association (NCPA) and SureScripts, created the Safe-Rx Award to raise awareness of e-prescribing as a more secure, accurate and informed means of prescribing patients medication.

For the second year in a row, Massachusetts takes top honors in the nation for electronic prescribing as awarded by SureScripts ranking of the number of prescriptions routed electronically in 2007 as a percentage of the total number of prescriptions eligible for electronic routing. The eRx Collaborative in Massachusetts, ZixCorp's longest running e-prescribing program, recently announced that in 2007, 104,000 electronic prescriptions were changed due to drug safety alerts. This represents 2.1 percent of total electronic prescriptions. The highest number of electronic prescriptions that were changed or cancelled in a single month was 9,960.¹

"Massachusetts has driven quality improvements, safety gains and responsible pharmacy cost management through electronic prescribing for several years, and we're pleased to see their efforts rewarded once again," said Rick Spurr, ZixCorp's chief executive officer.

"Massachusetts has the nation's largest e-prescribing platform; this foundation can now be used to drive further advancements through the delivery of real-time, patient-specific information at the point of care."

ZixCorp's PocketScript e-Prescribing service enables physicians to order prescriptions through a secure wireless mobile PDA or secure Web site and deliver them electronically to the patient's preferred pharmacy. Mobility enables PocketScript to provide clinical decision support at the point-of-care with real-time access to a drug reference guide as well as patient-level eligibility, formulary, and co-pay information to aid the prescriber in selecting the most cost-effective prescription based on the patient's benefits. The application also provides comprehensive drug-to-drug and drug-to-allergy interaction alerts based on patient-specific dispensed drug history. Through partnerships with RxHub, RelayHealth, and SureScripts, PocketScript delivers end-to-end connectivity within the healthcare system to reduce unnecessary costs, improve patient safety and convenience, and enhance practice efficiency.

About Zix Corporation

ZixCorp is the leading provider of easy-to-use-and-deploy email encryption and e-prescribing services that Connect entities with their customers and partners to Protect and Deliver sensitive information in the healthcare, finance, insurance and government industries. ZixCorp's hosted Email Encryption Service provides an easy and cost-effective way to ensure customer privacy and regulatory compliance for corporate email. Its PocketScript® e-prescribing service saves lives and saves money by automating the prescription process between payors, doctors and pharmacies. For more information, visit www.zixcorp.com.

- (1) eRx Collaborative Press Release, "eRx Collaborative Continues to Lead the Industry with 13.5 Million Electronic Prescriptions Transmitted to date" (2008, February 5), press release

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