



June 20, 2008

## E-Prescribing Could Be Starting Point for Health Data Exchanges

Insurers looking to use health information exchanges to reduce costs and enhance care should use electronic prescribing as a starting point, Charles Kennedy, vice president of health IT at WellPoint, said, *Health Data Management* reports.

Speaking at America's Health Insurance Plans' Institute 2008 in San Francisco, Kennedy noted that electronic health record systems largely do not yet support coordinated care and that health data exchanges are failing.

However, he said the use of administrative data as the starting point of a health information exchange has been successful. Kennedy cited RxHub, which aggregates patient pharmacy data and makes eligibility, formulary and drug interaction information available at the point of care for physicians who use e-prescribing, as an example.

WellPoint's initiatives to provide physicians with no-cost e-prescribing technology have resulted in a 1% to 2% increase in the utilization of generic medications, which can amount to millions of dollars for large companies, Kennedy said (*Health Data Management*, 6/20).

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The California HealthCare Foundation by The Advisory Board Company.