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North Carolina Health Plan Steps Up Efforts To Boost E-Rx Adoption

Blue Cross and Blue Shield of North Carolina has increased its efforts to encourage physicians to adopt electronic prescribing technology, *Health Data Management* reports.

Cash Incentives

The health plan is offering a one-time \$1,000 incentive to physicians who meet certain criteria, such as registering with a certified e-prescribing vendor and accessing medication histories for at least 20 patients in Q4 2008. The cash incentives will be paid in Q1 2009.

In addition, pharmacies that are not yet able to accept e-prescriptions will qualify for a \$1,000 incentive payment if they adopt the technology necessary to accept e-prescriptions by the end of 2008.

Web site

Blue Cross and Blue Shield of North Carolina has launched an [e-prescribing Web site](#) that provides information on no-cost software from Allscripts and links to sources for discounted PDAs and connectivity. The Web site also provides users with access to a variety of e-prescribing technologies.

Partnership

The health insurer also is partnering with Community Care of North Carolina and its 14 regional health networks to boost e-prescribing adoption.

With support from the North Carolina Division of Medical Assistance -- the state's Medicaid administrator -- Community Care will offer educational, technical and grant support to help its physicians adopt e-prescribing technology.

Health plan executives say the partnership could result in 3,500 physicians adopting the technology (*Health Data Management*, 7/23)

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