

S.E.M.I. (Southeast Michigan e-Prescribing Initiative) has just announced that you can wave your stylus wand, and not only will your patients receive nearly instant prescription gratification, but *you can receive up to \$1000 dollars for e-tapping your prescriptions away!* So, raise your stylus, tap your palm pilot or your smart phone, and rejoice! Creating and sending prescriptions can be just a couple of clicks away, if you plan to use RxNT and Genius Solutions Inc., partners in ePrescribing.



Yes, I see your little stylus hand waving politely, and I will answer your questions.

Q. How, can my stylus become a magic wand?

A. Well, first you'll need Genius Solutions' ePrescribing product, and then you need to be eligible.

Q. Who is eligible for this incentive?

A. This incentive is for **Blue Preferred Plus** doctors that practice in the following Michigan counties: Arenac, Bay, Clinton, Eaton, Genesee, Gratiot, Ingham, Isabella, Jackson, Lapeer, Livingston, Macomb, Midland, Monroe, Oakland, Saginaw, Shiawassee, St. Clair, Tuscola, Washtenaw, Wayne.



Q. You talk big, but can you show me the money?

A. You, the provider, will receive a first installment of \$250 only after going "live" on the e-prescribing system. You will then receive a second installment of \$750, six months after going "live", provided that you have actively used e-prescribing for **Blue Preferred Plus** patients and/or other patients enrolled in Blue products.

General Motors, Ford and DaimlerChrysler announced this July that they would immediately sign-on to SEMI for another year. In fact, the automakers have said, that since they launched their SEMI ePrescribing initiative pilot program, they estimate an increasing result of \$1 million in savings per year, beginning this year.

More important than just the monetary savings are patient related statistics from this initiative-

98,000+ prescriptions have been changed or cancelled due to drug-to-drug interaction alerts, and

63,000+ prescriptions have been changed or canceled due to formulary alerts, which increased the use of generic drugs.

These savings alone show a dramatic increase in both the accuracy, safety, and savings of the e-Prescribing initiatives for both the patient and the provider. And if that is not good enough- how about that \$1000 SEMI incentive!

About SEMI

SEMI is the Southeastern Michigan e-prescribe initiative. In February 2005, this initiative program was started to help combat rising healthcare costs both to the insurance companies and the big three automakers, by reducing waste, inaccuracy, time, and mistakes in patient prescription care. As a result GM, Ford, and DaimlerChrysler got together with Blue Cross Blue Shield of Michigan (BCBSM), the Henry Ford Health System (HFHS), Health Alliance Plan (HAP), and the United Automobile Workers (UAW) and SEMI was born. Since its beginnings, well over a thousand healthcare providers have joined them in this quest.

For more information about Genius Solutions ePrescribing product, please visit our website at: <http://www.geniussolutions.com>, click on "Products", go down to "Electronic Prescribing", and click on "RxNT The Leader in ePrescribing"

For more details on this SEMI initiative and how to qualify for payment. You may also call us at 586-751-9080 and ask for the Sales Department.

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