

Practice Fusion Integrates LexiComp's Drug Data, Becomes Fastest-growing EHR in U.S.

Partnership helps physicians enhance patient safety, streamline workflow at the point-of-care

Matthew Douglass wants to improve healthcare for all Americans.

And he says it won't cost a dime.

The solution? **Practice Fusion** – an electronic health record (EHR) application that delivers *free*, Web-based physician practice solutions to the medical community.

Douglass, who is Practice Fusion's vice president of product development, says the organization's business model of providing physicians a free service has helped it become the fastest-growing EHR community in the U.S.

"Our business model really supports our clients," said Douglass. "Most physicians avoid adopting an EHR system because of the cost barrier. We offer a very innovative, easy-to-use product to physicians, and it's 100 percent free."

Practice Fusion's EHR enables physicians to continuously update patients' charts, keep track of appointments and billing, prescribe medications electronically and perform drug interaction analyses (coming in early 2011) with the click of a mouse.

Launched in 2005, Practice Fusion's EHR, which is ad-supported, currently has over 40,000 users from physician practices in all 50 states and takes on approximately 200 new users every day.

Practice Fusion Partners with LexiComp, Helps Physicians Enhance Patient Care

In addition to offering physicians a free EHR, Practice Fusion soars above the competition because of its ability to provide access to superior drug information through partnership with **LexiComp – a leading provider of integrated drug reference and data solutions for the healthcare industry.**

Practice Fusion recently selected LexiComp as its drug database vendor through a careful evaluation process focused on choosing a database that could be seamlessly integrated into the organization's EHR.

"LexiComp's medication database and clinical decision support data for interaction alerting will directly assist us in qualifying for seven of the 25 core and menu set criteria, which are required for us to become ONC certified."

– Matthew Douglass
Vice President of Product Development
Practice Fusion

Robert Rowley, MD, Practice Fusion's chief medical officer, said selecting a drug database vendor was a rigorous process. "We performed a careful review of the quality of drug information as well as the timeliness with which updates to the database were made," said Rowley. "LexiComp was at the top of the heap in that regards."

Rowley, a practicing family physician and leader in the application of medical technology with over 30 years of experience in the healthcare sector, said this was a key deciding factor for Practice Fusion.

"It is very important to our customers that they have the most up-to-date drug information," Rowley said. "There are so many new drugs on the market so it was very important that the database [we chose] was comprehensive. LexiComp's information is presented to busy doctors with elegance and simplicity. If it wasn't accessible in an easy format it would interrupt and frustrate them."

Practice Fusion switched from their previous drug database to Lexi-Data[™] (see box on reverse side) – LexiComp's clinical decision support database of transactional drug information – in 2009 and has been satisfied with the new product ever since.

"Switching to LexiComp was fairly straightforward," said Douglass. "LexiComp helped us from the very beginning, and it's a true partnership. I have 12 engineers working on my team, and if the implementation of LexiComp's drug information databases were more difficult, I would have to allocate additional engineering time."

Rowley added, "LexiComp is the best vendor we've had across all areas, not just drug databases. I would recommend

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Lexicomp to anyone looking for very quality services and outstanding customer relations.”

Lexicomp provides drug data that, when integrated into Practice Fusion’s EHR, enables physicians and end users to access the most comprehensive, up-to-date drug information available – right within the workflow. Practice Fusion relies on Lexicomp’s flexible, lightweight APIs and intuitive database design – which features specific scripts for Oracle®, SQL Server® and MySQL® – to seamlessly integrate new drug data into their system and perform monthly database updates.

“Updating is extremely easy compared to other databases I have to integrate with,” said Douglass. “When a new update is available, all I have to do is download the file and run the script, and it updates everything automatically in less than 20 minutes.”

Unlike their former drug database, Lexi-Data provides up-to-date medication libraries – giving physicians access to the most timely, relevant drug information available.

“With our previous database, drugs were not updated and doctors complained,” said Douglass. “That is why we pursued an NDC-coded drug database such as Lexicomp. Before doctors would ask us about medications that were not in the system, and that just doesn’t happen since we switched to Lexicomp.”

Improved Patient Safety through Lexicomp’s Clinical Decision Support Data

Beginning in early 2011, Practice Fusion’s EHR will offer subscribers the ability to perform patient-specific drug and allergy interaction screening from within the Web-based system. Physicians and end users will be able to check for potentially harmful drug interactions and determine whether a particular medication could cause an allergic reaction in the patient.

These clinical decision support modules enable healthcare providers to make better treatment decisions that positively affect a patient’s overall health. Additionally, as part of the Health Information Technology for Economic and Clinical Health (HITECH) Act of 2009, Practice Fusion and other EHRs must implement these clinical decision support capabilities to be recognized as an Office of the National Coordinator for Health Information Technology (ONC) certified EHR technology. Physicians and healthcare providers that can prove “Meaningful Use” of their ONC certified EHR may qualify to receive \$44,000 or more from the government as an incentive for adopting an EHR in their practice.

According to Douglass, integrating Lexicomp’s clinical decision support data into Practice Fusion’s EHR is a top priority.

“We are working on our next release which will include Lexicomp’s clinical decision support data,” said Douglass. “Clinical decision support is one more added feature within an EHR that is proven to save lives.”

On Practice Fusion’s website, chief executive officer and chairman Ryan Howard personally guarantees that the organization’s EHR will become ONC certified in time for physicians to qualify for 2011 stimulus payments. The company has already completed ONC-ATCB 2011/2012 certification as an EMR module – a key step toward this promise.

“We will be going the extra mile to assist our users in reaching Meaningful Use and qualifying for stimulus payments, and we guarantee that our EHR will be certified in time for users to qualify for payments in 2011,” said Douglass. “Lexicomp’s clinical decision support data for interaction alerting will directly assist us in qualifying for seven of the 25 core and menu set criteria, which are required for us to become ONC certified.”

Lexi-Data

Lexi-Data, Lexicomp’s clinical decision support drug database, includes the following **drug product and clinical decision support data**:

- drug names (brand and generic names, and common abbreviations)
- therapeutic categories
- drug classifications
- pricing and disease names associated with ICD-9 and NDC codes
- drug interaction checking (drug-drug and drug-food)
- drug-allergy checking
- therapeutic duplication checking
- dose range checking (adult and pediatric)

About Practice Fusion

Practice Fusion provides a free, Web-based electronic health record (EHR) system to physicians. With charting, scheduling, e-prescribing, billing, lab integrations, unlimited support and a Personal Health Record for patients, Practice Fusion’s EHR addresses the complex needs of today’s healthcare providers and disrupts the health IT status quo. Practice Fusion is the fastest growing EHR community in the country with more than 40,000 users.

About Lexicomp

Lexicomp, Inc. is a leading provider of drug data and drug reference solutions for the healthcare industry. Pharmacists, physicians, nurses and dentists worldwide depend on Lexicomp’s comprehensive, point-of-care information to enhance medication safety, improve patient outcomes and increase efficiency. Lexicomp’s trusted drug information is accessible online, on the latest Smartphone/PDA devices and through integration with health information systems.