



Contact: Phil Shepherd
Phone: 0407 808 651
www.medisecure.com.au



MEDIA RELEASE

Cincotta Chemist joins MediSecure® for Secure Electronic Script Solution

NEWS RELEASE – FOR IMMEDIATE RELEASE

Cincotta Chemist, Australia's most progressive discount pharmacy group, today announced it had joined the MediSecure® e-prescription program.

Managing Director Mario Capanna said *"our decision to join MediSecure® followed an analysis of the market and Cincotta's assessment of which offer had the highest probability of being acceptable to doctors and other script-writers. It was clear to Cincotta group that a standards-compliant e-prescription system that is supported by the Royal Australian College of General Practitioners is much more likely to be adopted by doctors than any other offer"*.

Cincotta Chemist was established in 1952 in the western Sydney suburb of Merrylands. It is Australia's first discount chemist, and has been competing successfully with supermarkets for decades. Franchising has been a natural progression and today, Cincotta Chemist has multiple stores in NSW and is extending its network interstate with pharmacies in Brisbane and Melbourne.

The original Cincotta Chemist today turns over more than \$30 million per annum, with more than \$12.8 million in the dispensary. Cincotta employs 13 part- and full-time pharmacists to advise patients on prescription and other medicines. Open selling health product sales are \$14.1 million – in direct competition with supermarkets.



The Cincotta commitment to franchising is to continue the success of the original Cincotta Chemist for all owners. The Cincotta value proposition that works so effectively in 8 locations is to provide consumers with health advice and at the same time offer discount prices. The key to the success is the delivery of a professional service coupled with a competitive open-selling health products offer that takes on the supermarkets head to head. This approach requires discipline, good work flows and excellent retail execution. Managing the cost base is an essential ingredient of the Cincotta success, and the MediSecure® program will add strength to the Cincotta value proposition.

Cincotta partner Paul Riley said *"it is within this competitive offer context that we settled on the MediSecure® e-prescription solution. We believe that access to large numbers of e-prescriptions will give Cincotta an improved cost advantage and our superior pharmacy IT systems will allow more prescriptions to be processed with the same cost base. Our view is that MediSecure® will have those prescriptions available for our Cincotta dispensaries and therefore it made sense for us to adopt their program"*.



the secure & simple
e-prescription solution

The MediSecure® e-prescription solution uses proven technology that is standards-compliant, open to all clinical and dispensing IT systems and is working now. The Royal Australian College of General Practitioners actively supports



Contact: Phil Shepherd
Phone: 0407 808 651
www.medisecure.com.au

MEDIA RELEASE

MediSecure® as an important e-health initiative that is open to all providers, has the capacity to work with existing systems and will provide benefits to all Australians.

CDC Operations Director Ed Tacey said *“CDC sees the MediSecure® program as another exciting opportunity to bring best of breed technology systems into Pharmacy best practise. The CDC integrated Pharmacy IT system is used by all Cincotta pharmacies and a number of other leading pharmacy groups and has been adopted because of its workflow management, reporting strengths and the integration of a range of tools essential for effective business management”*.

MediSecure® uses the proven technology developed for the eHealthNT trial of Electronic Transfer of Prescriptions, which was implemented by General Practice Network NT (GPNNT), a leading division of general practice. This trial adopted current and emerging standards, open design principles and open participation, as well as implementing the most recent HL7 Prescription Message standard. MediSecure® incorporates HL7 and the emerging IT14 standards.

“RACGP supports MediSecure® because it is designed to meet existing and evolving standards for e-prescribing and delivers many benefits to GPs and other medical practitioners. Consumers will benefit from reduced medication errors, ease of obtaining repeats and refills. Doctors will save time in the prescribing process, receive immediate feedback when a script or repeat has been filled and with a patient’s permission, be able to view their consolidated medication record.” said Dr Chris Mitchell, RACGP President.

MediSecure® is open to all Pharmacy and Medical Practice software vendors. Pharmacists will pay as little as \$0.25 per script but save up to two minutes with each script dispensed while knowing the process is free of transcription and data entry errors. There is no cost to Doctors who will also save time prescribing electronically and be notified each time a script or repeat is filled, as well as additional benefits.

Building on the successful eHealthNT experience, the MediSecure® Pilot commences in April 2009 and commercial trading in July 2009. Pharmacists can see a working demonstration at the MediSecure® booth at the APP conference on the Gold Coast 2-5 April 2009. More information is available at www.medisecure.com.au.

Control: Release v1.02 Mar09.

Contact – **Mario Capanna**, Managing Director, Cincotta Discount Chemist group

Phone: (02) 8868 7506

Email – mario@cincottachemist.com.au

Contact – **Ed Tacey**, Operations Director, CDC Systems

Email – edt@cdc.com.au

Mobile – 02 9603 3380



Contact – **Phillip Shepherd**, CEO MediSecure Pty Ltd

Email – phillip.shepherd@medisecure.com.au

Mobile – 0407 808 651