



MediSecure Pty Ltd.

MEDIA RELEASE

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Optimal Systems Pharmacy Group joins MediSecure®

NEWS RELEASE – FOR IMMEDIATE RELEASE

Optimal Systems Australia, a leading Pharmacy Group in Western Australia today announced it had joined the MediSecure® e-prescription exchange.

Managing Director Gary Gascoigne said *"Our decision to join MediSecure® followed an analysis of the emerging e-script market and Optimal's assessment that the highest probability of being acceptable to doctors and other script writers lay with the MediSecure® service. It was clear to me that a standards-compliant e-prescription system supported by the Royal Australian College of General Practitioners and the Australian Association of Practice Managers is much more likely to be adopted by doctors than any other offer. We expect to be operational in the next few weeks and to be seeing the benefits flow to our bottom line this financial year."*

Optimal Systems helps manage some 20 pharmacies located across the Perth metro area as well as WA regional centres. The Group is in expansion mode driven by increased customer satisfaction and a positive response to their innovative service delivery model. Expansion plans include bringing eastern seaboard pharmacies into the Group.

The successful Optimal value proposition uses professional service including disease management programs, health advice and a competitive price point for over-the-counter medicines and consumer products. Success of the Optimal offer is driven by highly trained pharmacists, pharmacy assistants and retail staff. This retail approach requires discipline, good workflows and excellent retail execution. Managing the cost base is an essential ingredient of the Optimal pharmacy program and the MediSecure® service will add strength to the pharmacy value proposition.

Optimal partner Graeme Murray said *"it is within our competitive offer approach that we settled on the MediSecure® e-prescription service. MediSecure® is now integrated with our minfos® system, which has an unparalleled record in streamlining virtually every aspect of the pharmacy operation. The minfos® system gives us comprehensive management reports that allow the pharmacy owner to make informed business decisions. We believe MediSecure® and minfos® are a winning combination for Optimal Group. In addition, MediSecure® gives us access to a large number of e-prescriptions and these will improve the Optimal pharmacy's cost base and allow us to dispense more scripts with the same staff numbers. Our view is that MediSecure® will deliver these prescriptions to the Optimal dispensaries and therefore it made sense to us to adopt their program"*.

MediSecure® uses the proven technology from the eHealthNT electronic prescriptions trial. MediSecure® technology uses the latest HL7 clinical data standards, open architecture and implements the most recent Prescription Message standards in its working solution. The Royal Australian College of General Practitioners actively supports the MediSecure® e-prescription solution.

minfos® Manager Matt Lalor said *"We have recognised the importance of electronic prescribing to pharmacies. The benefits of e-prescribing to both pharmacies and their patients are enormous. Pharmacists can expect improved accuracy and efficiencies within their stores, allowing them to focus more effort on the health outcome for their patients."*

MediSecure® is open to all Pharmacy and Medical Practice software vendors. Pharmacists pay as little as \$0.25 per script download and save up to two minutes while knowing the process is free of transcription and data entry errors. There is no cost to Doctors in using MediSecure®.

More information on MediSecure® is available at www.medisecure.com.au
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