

GENESIS PARTNERS WITH E-PRESCRIBING VENDORS

Genesis Physicians Group is pleased to announce that we have contracted with three vendors to provide e-Prescribing services to our members. Companies in this new Value-added Services partnership include:

DrFirst - product name Rcopia
Zixcorp, Inc. – product name PocketScript
MedPlus, Inc. – product name Care360 e-Prescribing application

As you know, the Medicare Improvement for Patients and Providers Act (MIPPA) was passed last summer. MIPPA authorizes CMS to pay financial incentives to “successful” e-Prescribing “eligible professionals.” Financial incentives are a percentage payment of the eligible professionals’ total Medicare Part B charges per calendar year. For 2009 and 2010, the percentage payment is 2%. The incentive payment drops to 1% in 2011 and 2012, 0.5% in 2013, and is eliminated thereafter. Eligible professionals who do *not* e-Prescribe will have their Medicare Part B payments *reduced* by 1% in 2012, 1.5% in 2013, and 2% in 2014 and subsequent years.

A “successful” e-prescribing eligible professional must e-Prescribe on at least 50% of eligible Medicare patient encounters to earn the 2% Medicare e-Prescribing financial incentive for 2009. This means that if you are not utilizing an e-Prescribing system by June 30, 2009, you will not receive any incentive for 2009.

This deadline is near and these companies are ready to help you implement your e-Prescribing system. Each system has associated costs and benefits. Genesis will provide some financial rebates for early adopters of any of these systems.

You will receive an email in the next few days that details system costs, applicable rebates and contact information.

Contact your Physician Services Representative to assist you with this new offering.