New Opportunities to Improve Health Information Sharing

Flu shots and immunizations are increasingly part of the expanded services that many pharmacies are delivering in support of patient care. These services create new opportunities for pharmacists to connect with care providers. But delivering immunization records to physicians in a timely, coordinated and secure fashion also creates new challenges.

A New Way to Connect with Care Providers

Surescripts Physician Notification Letter (PNL) for Immunizations allows pharmacies to take full advantage of this new opportunity to share health information. It also addresses the delivery and administrative challenges. Surescripts PNL for Immunizations creates a direct, multi-channel connection with primary care providers that is a win-win-win for pharmacies, physicians and patients.

- **A more efficient way for pharmacists to deliver immunization notifications:** Care action updates are sent directly to primary care providers in whatever form they prefer.

- **A more effective way for physicians to supplement case histories:** A recent Surescripts survey of 400 physicians found that 39 percent of office-based doctors acknowledged that they are frequently missing immunization records during patient visits. Surescripts PNL for Immunizations helps provide more complete medical histories, delivering health information where and when it is needed.

- **A more coordinated way to document patient care:** When physicians have more complete histories, patients can have more thorough health care conversations, which help improve safety and health outcomes.
Guaranteed Delivery
Surescripts guarantees delivery of immunization records with advanced routing capabilities that make it possible to send records to physicians in any form:

• **Electronic**: Surescripts can send notifications to physicians who have software enabled to receive electronic messages.

• **Fax**: For physicians who cannot receive electronic messages, Surescripts routes notifications to the fax number of choice or finds a secure fax number within the Surescripts Directory - no additional directory downloads required.

• **Mail**: If a secure fax number is not available, Surescripts will mail notifications to an address of choice.

Enhanced Reporting
Surescripts PNL for Immunizations is designed to meet your immunization management needs today and tomorrow.

• **Efficient physician notification process**: Once received by Surescripts, all notifications are sent out for delivery within two business days - significantly sooner for physicians who are enabled for electronic delivery.

• **Timely reporting to pharmacy**: A built-in confirmation feedback loop facilitates reporting for all notifications sent to physicians.

Reliable. Simplified. Accessible.
The Surescripts Physician Notification Letter for Immunizations:

• **A solution that drives efficiency and effectiveness**: By connecting pharmacies to care providers, Surescripts is enabling more efficient care coordination and improved patient safety.

• **A new way to take advantage of a trusted national health information network**: The Surescripts network enables secure sharing of health information among pharmacies, physicians and care organizations nationwide.

• **Another step forward in improving healthcare**: Surescripts continues to expand capabilities to better enable sharing of health information between pharmacies and primary care providers to help reduce costs while improving care delivery, safety and health outcomes.

FOR MORE INFORMATION
Contact your Surescripts account services representative.