



## FOR IMMEDIATE RELEASE

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## RXHUB, LLC & ZYNCHROS, INC. ANNOUNCE CERTIFICATION FOR REAL-TIME, COMPREHENSIVE FORMULARY EXCHANGE

*Push-Button Delivery of Current and Accurate Health Plan Formulary  
Information Directly to E-prescribing Application Vendors  
via the RxHub Network Now Possible*

SEATTLE, WA — January 29, 2008 — RxHub, LLC a national patient health information network, and Zynchros, Inc., the leader in pharmacy program management solutions, today announced the certification of formulary and benefit exports from Zynchros.com to the RxHub network. The export ensures seamless delivery of up-to-date and accurate health plan formulary information to the RxHub network which supplies information to e-prescribing applications, pharmacies and pharmacy benefit managers (PBMs) throughout the electronic prescribing loop.

The formulary information is delivered to the RxHub network using the NCPDP formulary and benefits transmission standard, eliminating errors and significantly improving the quality and accuracy of formulary data across multiple systems, especially at the point of care.

"Accurate formulary information in the hands of providers will help to eliminate one of the key roadblocks to electronic prescribing adoption," said Marc Lilly CEO of Zynchros, "our relationship with RxHub allows us to ensure that our health plan and PBM customers can deliver the right information to their providers, assisting electronic prescribing and improving formulary compliance."

"This certification improves the quality of real-time data we provide to our subscribers and helps to ensure the timely and accurate delivery of healthcare," said Tom Groom, SVP Business Development at RxHub, "we are extremely pleased with the continuing and growing relationship with Zynchros and their pharmacy management platform."

Zynchros.com users are able to send approved formularies electronically to the RxHub network without the need for manual intervention. The functionality certified includes loading and updating of Formulary Status and Coverage Lists. Coverage types supported are Age Limits, Drug Exclusion, Gender Limits, Medical Necessity, Prior Authorization, Quantity Limits, Step Medication, Step Therapy, and Text-based support for prescriber guidelines.



#### ABOUT RXHUB, LLC

RxHub ([www.rxhub.net](http://www.rxhub.net)) provides authorized clinicians with secure access to real-time, patient specific prescription information for more than 200 million Americans within the United States. Prescription eligibility, formulary and benefits, and medication history information is provided – for consenting patients – to authorized clinicians at the point of care. This real-time decision support information is used by clinicians to effectively manage the patient’s use of medications and enables the most clinically appropriate and cost effective medication therapy to be electronically prescribed for the patient. RxHub partners with prescription payers, technology providers, and pharmacy networks to improve patient safety, increase workflow efficiency and reduce the overall cost of health care delivery.

#### ABOUT ZYNCHROS, INC

Founded in 2000, privately-held Zynchros, Inc. (formerly Script IQ, Inc.) delivers technology-based solutions that transform the economics of drug-based wellness, improving compliance and agility of health insurers and pharmacy benefit managers. The Zynchros.com on-demand platform provides the workflow process necessary to initiate effective formulary strategy management, improving responsiveness, control and efficiency by synchronizing all of the participants in pharmacy benefits, from P&T to the point of care. To learn more about how Zynchros is interconnecting the world of pharmacy benefits visit [www.zynchros.com](http://www.zynchros.com) or call 1-866-996-2476. The Zynchros Certified Export Program provides technology vendors an opportunity to receive quality, up-to-date formulary information in their required format. Companies interested in certifying information and process exchanges between their applications and/or networks and Zynchros.com should contact Douglas Stoddard via email at [doug.stoddard@zynchros.com](mailto:doug.stoddard@zynchros.com) or telephone 206.792.4134.

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