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FOR IMMEDIATE RELEASE

NCPDP SPONSORS WEBINAR ON IMPLEMENTATION AND ADOPTION OF RXNORM

SCOTTSDALE, AZ – November 1, 2010 – The National Council for Prescription Drug Programs (NCPDP), a not-for-profit pharmacy standards development organization, announced today it is sponsoring a webinar on "Adopting RxNorm – What You Need to Know," which will be held on Wednesday, November 10, 2010, from 12:00 p.m. – 1:30 p.m. EDT. The webinar will give providers, pharmacists, pharmacist technicians, healthcare information technology vendors, health data analysts and processors a comprehensive overview of RxNorm as the new common vocabulary for electronic exchange of drug information when the specificity of National Drug Codes (NDC) is not needed. It will cover uses, benefits and an update of how NCPDP has evaluated RxNorm for inclusion in pharmacy industry standards.

Speakers will discuss how the marketplace is currently applying RxNorm and the lessons learned from a recently completed pilot project funded by the Centers for Medicare and Medicaid Services (CMS) and conducted by RAND Corporation. Speakers will include Karen Eckert, R.Ph., Product Manager at Wolters Kluwer Health; Terri Meredith, R.Ph., MSCIS, Director of Clinical Vocabularies at Cerner Corporation; Scott Robertson, R.Ph., Pharm.D., Principal Technology Consultant at Kaiser Permanente; and Brian Tait, Manager of Software Development at Allscripts.

RxNorm is a standardized, non-proprietary drug vocabulary maintained and distributed by the National Library of Medicine. It provides a coding system for use in electronic prescribing, recording of drug information in patient records, formulary information exchange, and other electronic communication about patients' prescription medications. Use of RxNorm is expected to improve patient safety and administrative efficiency. RxNorm has been identified as the medication vocabulary-of-choice to be incorporated into government systems as they are updated. The Health Information Technology for Economic and Clinical Health Act (HITECH) authorizes incentive payments for the adoption and meaningful use of Electronic Health Records. RxNorm is identified as a standard to be used in achieving meaningful use.

Pharmacists and pharmacy technicians who attend this webinar will be able to earn 1.5 hours of Continuing Education (CE) Credits from the ACPE. CE Credit is being provided by AmerisourceBergen.

To register for the webinar, please go to:
http://ncpdp.org/meeting_webinar_info.aspx?ID=Web11102010

About NCPDP
Founded in 1977, NCPDP is a not-for-profit, ANSI-accredited, Standards Development Organization with over 1500 members representing virtually every sector of the pharmacy services industry. Our diverse membership provides leadership and healthcare business solutions through education and standards, created using the consensus building process. NCPDP has been named in federal legislation, including HIPAA, MMA, and HITECH. NCPDP members have created standards such as the Telecommunication Standard and Batch Standard, the SCRIPT Standard for e-Prescribing, the Manufacturers Rebate Standard and more to improve communication within the pharmacy industry. Our data services include the NCPDP Provider Identification Number, a unique identifier of over 75,000 pharmacies, and HCIdea, "The Prescriber Identity Solution." For more information about NCPDP Standards, Data Services, Educational Programs and Work Group meetings, go online at www.ncpdp.org or call (480) 477-1000.

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