

Delivering drug information on the Web

SubscribeRx

SubscribeRx™ is an Internet-based service that allows healthcare organizations to deliver facts about drugs—including patient education materials and drug interactions—from their own Web sites without having to maintain the information.

With this service, patients and healthcare providers have 24-hour access to specific, accurate information. Our staff of clinical experts continuously updates the data, ensuring your organization receives the most recent drug information.

SubscribeRx contains drug names, descriptions, images and interactions as well as drug-allergy and allergic cross-reactivity checking.

Other information available through the service includes:

- Side effects
- Pharmacology information
- Pregnancy and lactation precautions
- Warnings
- Therapeutic categories
- Duplication checking
- Expert dosing, drug orders
- Article references

In addition, *SubscribeRx* contains *RxBUILDER*, which assists in generating correct, medically fluent orders for drug therapy based on common order elements.

Other features enable healthcare organizations to offer patient education materials in English and Spanish. Prescriptions can be individually adjusted based on patient clinical characteristics.

Easy integration

Healthcare organizations can integrate *SubscribeRx* with the Cerner *Multum*® Software Development Kit. Through this integration,



Key Benefits

- Enhance care with easy-to-read patient education materials
- Access numerous types of interaction content
- Usable by physicians and consumers

organizations receive development interfaces that easily blend into the native environment of a parent application, minimizing overall development costs.

Cerner offers application programming interfaces in component object model (COM) and .NET technology from Microsoft as well as JAVA from Sun Microsystems.

Unparalleled knowledge

SubscribeRx technology infuses unparalleled drug knowledge into clinical information systems to help healthcare organizations prevent adverse drug events.

The Cerner *Multum* drug, herbal and nutraceutical database is the industry's leading resource to ensure safe medication use.

Solution at a Glance

SubscribeRx is an Internet-based service that allows organizations to deliver drug information, including patient education materials and drug interactions, from their own Web sites without having to maintain the information.

More than just a drug reference source, this knowledge system provides organizations with patient-specific drug information, disease-specific therapeutic pathways, expert dosing support and patient education materials.

Collaboration and respect

Cerner, a global leader in healthcare information technology, is the power behind *SubscribeRx*. At Cerner, we are solving healthcare's many challenges by connecting the right people with the right information at the right time.

Building on more than 30 years of experience and our partnerships at more than 8,000 sites worldwide, we are finding new and innovative ways to deliver value to our clients. Let us put our expertise to work for your organization today.

For additional information on *SubscribeRx*, contact a Cerner *Multum* representative at 800.9.MULTUM, e-mail us at info@multum.com or visit us on the Web at www.multum.com.

Related Solutions

VantageRx—Delivers drug information appropriate for drug utilization review, as well as for medication information reference

AddVantageRx—Assists clinicians in patient-specific medication therapy management and ordering

VantageRX Database—Enables organizations to develop custom applications for drug utilization review through a relational database format