

## Toward a Continuum of e-Communication in Victoria

### Speed Networking Key Discussion Points:

1. Introductions
2. Industry Drivers and “Pain Points”
3. Defining the Continuum
4. Where is the Patient?
5. How IT can support the Coordination of Care.

### Ascribe Corporate Background

ASC Computer Software Limited (“ASC”) was established in 1984 by a Pharmacist and Doctor to meet the clinical computing needs of the healthcare market; initially focussing on the needs of hospital pharmacy departments. ASC Australia was formed in 1996 and went live with its first hospital, The Royal Darwin, Northern Territory in the same year. The first New Zealand site was Taranaki, going live in 1997.

Ascribe Asia Pacific is a 100% owned subsidiary of Ascribe plc, which was floated on the Alternative Investment Market (AIM) of the London Stock Exchange in December 2004 by ASC. After listing on the AIM in 2004, Ascribe has achieved consistent and consolidated growth, with over 300 hospitals using Ascribe solutions in different global regions. Turnover for the year ended 30 June 2006 was approximately A\$25M.

### Ascribe’s Asia Pacific Expansion

In late 2005, Ascribe plc made a strategic decision to invest in the expansion of its existing successful business in the Asia Pacific region. As part of this expansion process, Ascribe purchased the health business from Jade Software Corporation in May 2006. Jade Health is an established acute care, community / mental health and social services solutions provider in Australia, New Zealand and the United Kingdom. The acquisition strengthens Ascribe’s leading role in this sector of the healthcare market.

Ascribe has been a leading supplier of Pharmacy departmental IT systems in the Asia Pacific region since the mid 1990s. Hospital pharmacies that use Ascribe systems include the state health services of Western Australia, Northern Territory, South Australia and Tasmania, some 25% of district health boards in New Zealand, as well as some public hospitals in Malaysia and Hong Kong.

### Recent Growth in UK

In recent years Ascribe has expanded its clinical systems in the UK and Ireland, and today the company is a leading supplier of a broad range of clinical systems across a wide spectrum of healthcare services for both private and government healthcare providers. Ascribe systems are estimated to be used in more than 60% of England’s NHS hospitals, and more than 100 Community and Mental Health institutions in the UK.

Ascribe has continued to deliver robust IT systems at a time when the UK NHS IT national program, ‘Connecting for Health’ (CfH), has experienced difficulties and delays in



supplying systems. By focusing development on the needs of clinicians and by maintaining that the patient is their ultimate customer, Ascribe has successfully developed and delivered robust IT systems and services to assist healthcare providers improve their patient care.

### **Future Directions and Innovation**

The expansion of Ascribe in the Asia Pacific region is helping the company position itself for further growth and success in meeting the clinical information requirements of healthcare providers in the years to come. From a relatively modest base, the company has now established the management and logistical foundation for transitioning into a major clinical systems supplier in Asia Pacific. Our goal is to mirror the growth in UK so that the company becomes one of the top clinical software vendors in both Europe and Asia Pacific over the next 3 to 5 years.

Over the medium to long term, the provision of Electronic Prescribing is seen as a critical key and catalyst for the further integration of clinical systems and processes across the continuum of care. As a leader in eHealth initiatives, Ascribe already provides an electronic prescribing module (ePrescribing) which includes medication administration documentation. Our solutions are based upon Web services that allow medication management and decision support to be deployed in any healthcare setting.

### **Ascribe's Vision, Mission and Values**

Ascribe was founded in the early nineties by a pharmacist and doctor, who were motivated to develop clinical software to provide better information 'at the point of care' to help reduce risk and to improve patient care. This core clinician ethic has been a constant in the development of the company, and can be seen in the Group's vision, mission and values:

#### **Vision**

- Provide all necessary information when and where health decisions are made, to all those who need to know

#### **Mission**

- Make information available to all carers, to support clinical decisions
- Empower the patient in the healthcare process

#### **Values**

- Provide quality systems and services, and see the patient as our ultimate customer
- Ensure honesty and fairness pervades all our relationships
- Ensure our customers benefit from our success.

### **Contact**

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