



AstraZeneca Selects Physicians Interactive for e-Detailing Program

October 16, 2001

CHICAGO, Oct. 16 /PRNewswire/ -- Allscripts Healthcare Solutions (Nasdaq: MDRX) Physicians Interactive(TM) (PI) business unit, announced today that it will be providing interactive product education -- also known as e-Detailing(TM) -- to physicians on behalf of AstraZeneca (NYSE: AZN). AstraZeneca is one of the top five pharmaceutical companies in the world with leading positions in sales of gastrointestinal, oncology, anesthesia (including pain management), cardiovascular, central nervous system (CNS) and respiratory products.

PI, with one-third of the top U.S. pharmaceutical companies as clients, is the leading provider of interactive healthcare product education for physicians and healthcare professionals. PI recruits physicians for its clients' customized, ten-minute product education sessions. Physicians can access programs via the Internet or through an interactive voice response (IVR) system, 24 hours a day, 7 days a week.

"We chose Physicians Interactive to conduct this program to assist us in delivering a complete, consistent educational message to physicians when it is most convenient to them," commented Jennifer Ogorzalek, Senior ePromotions Manager, AstraZeneca.

PI created the concept of e-Detailing and has logged more than 50,000 physician sessions in the last twelve months alone. In fact, more than two-thirds of all electronic details ever completed have been on a PI platform.

"We are very excited to have this opportunity to work with AstraZeneca," commented Aaron Gerber, MD, MBA, General Manager for the Physicians Interactive business unit. "Ensuring that physicians have the most up-to-date and accurate information about the medications they prescribe benefits the patient, the physician, and the pharmaceutical company."

About Allscripts Healthcare Solutions

Allscripts Healthcare Solutions is the leading provider of point-of-care decision support solutions for physicians. The Company's TouchWorks software products enhance physician productivity and are accessed using a wireless handheld or desktop workstation to automate the most common physician activities including prescribing, dictating, capturing charges, ordering labs and viewing results, providing patient education, and taking clinical notes. Additionally, Allscripts provides patient compliance and healthcare product education services for physicians through its Physicians Interactive unit. Allscripts provides services to over 15,000 physicians at more than 4,000 sites across the U.S. Strategic partners include IDX Systems (Nasdaq: IDXC); IMS Health (NYSE: RX); Express Scripts (Nasdaq: ESRX); Compaq (NYSE: CPQ); Merck-Medco; and Microsoft (Nasdaq: MSFT).

Physicians Interactive and e-Detailing are trademarks of Allscripts Healthcare Solutions. Visit Allscripts on the Web at allscripts.com or Physicians Interactive at www.e-detailing.com.

This announcement may contain forward-looking statements about Allscripts Healthcare Solutions that involve risks and uncertainties. These statements are developed by combining currently available information with Allscripts beliefs and assumptions. Forward-looking statements do not guarantee future performance. Because Allscripts cannot predict all of the risks and uncertainties that may affect it, or control the ones it does predict, Allscripts' actual results may be materially different from the results expressed in its forward-looking statements. For a more complete discussion of the risks, uncertainties and assumptions that may affect Allscripts see the Company's 2000 Annual Report on Form 10-K, available through the Web site maintained by the Securities and Exchange Commission at www.sec.gov.

About AstraZeneca

AstraZeneca (NYSE: AZN) is a major international healthcare business engaged in the research, development, manufacture and marketing of ethical (prescription) pharmaceuticals and the supply of healthcare services. It is one of the top five pharmaceutical companies in the world with healthcare sales of \$15.8 billion and leading positions in sales of gastrointestinal, oncology, anesthesia (including pain management), cardiovascular, central nervous system (CNS) and respiratory products. In the United States, AstraZeneca is an \$8 billion healthcare business with more than 10,000 employees.

For more information about AstraZeneca please visit <http://www.astrazeneca-us.com>.

MAKE YOUR OPINION COUNT - [Click Here](#)
<http://tbutton.prnewswire.com/prn/11690X67654494>

SOURCE Allscripts Healthcare Solutions

CONTACT: Dan Michelson, Vice President of Marketing of Allscripts Healthcare Solutions, +1-800-654-0889, Ext. 4330, or dan.michelson@allscripts.com /