

## MEDIA RELEASE

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# Fred IT Group named in BRW's 50 Most Innovative Companies List

**The Fred IT Group has been identified as one of Australia's most innovative companies, coming in at number 25 on the 2014 BRW 50 Most Innovative Companies List.**

CEO and pharmacist Paul Naismith said, "We are delighted to be recognised alongside Australia's most innovative companies. Fred was born out of the vision of innovating as a means of making things easier for pharmacy, and this motto remains central to our operations and to how we partner with others."

"Investing in and nurturing innovation is the key to finding better ways for health professionals and their patients to connect. For pharmacy, this means freeing pharmacists up to spend more time with their patients, rather than trying to become IT experts."

The List recognises companies that have a culture of innovation across all areas of their business, from ideas through to reality, including partnership and business models focused on solving industry problems. This includes a focus on innovation across processes, resourcing, measurement, and organisational strategy.

Fred was named for its leadership and development of:

- **Fred NXT**, the first and only full-functionality, cloud software solution for Australian pharmacies, providing access to key health and business data (such as daily sales) remotely and on mobile devices, anywhere, any time
- **eRx Script Exchange**, Australia's first national platform for electronic prescriptions, which connects 20,000 doctors and 4,500 pharmacies, improving patient safety and dispensing accuracy for 220 million prescription and dispensing records per annum
- **eRx Express**, a smartphone app that connects to eRx Script Exchange and makes it faster, safer and easier for people to manage their medicines. The app allows users to order their prescription medicines using their phone, picking them up from their chosen pharmacy at a time that suits.

The list can be seen at <http://www.brw.com.au/lists/50-most-innovative-companies/2014/>

### Media queries:

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### About Fred IT Group

*The Fred IT Group is Australia's leading provider of IT services to pharmacy with more than 3,000 pharmacies using Fred's market leading solutions which include Fred Dispense, Fred Office and Fred Net broadband. Fred innovations such as eRx Script Exchange, Australia's first and largest national electronic prescriptions exchange, connect more than 20,000 doctors and 4,500 pharmacies to improve patient safety and dispensing efficiency. eRx's extensive network allows Fred to advance medication focused eHealth initiatives to lower risk and improve patients' medication outcomes.*