



For Immediate Release

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RxTran and Health Business Systems Partner to Provide Pharmacy Language Access to LEP Patients

CAMBRIDGE, MA (July 9, 2012) – [Health Business Systems \(HBS\)](#) has enhanced its RxAXIS® pharmacy software system through a partnership with RxTran to provide pharmacy translation services for limited English proficiency (LEP) patients.

HBS now offers direct API integration with [RxTran](#). Without leaving their current HBS pharmacy management software system, pharmacists can easily access RxTran's growing online database of translated prescription instructions (SIGs). With a few short clicks, pharmacists can print multilingual SIGs directly onto prescription labels, increasing productivity while meeting the needs of non-English speaking patients.

According to the New York State Department of Health, prescription non-adherence is responsible for 22% of all hospitalizations nationally. LEP is a major factor when patients with limited English comprehension do not understand their prescription directions for use. RxTran and HBS have teamed up to boost patient adherence by providing prescription instructions in the patient's native language.

Given the growing numbers of limited English proficiency people in the United States, some states have passed legislation to require pharmacies to provide language services, and pharmacies look for solutions to reach this growing market. Together RxTran and HBS enable pharmacies to satisfy US pharmacy mandates while reaching growing LEP populations.

"We are pleased to partner with Health Business Systems to provide language access to LEP patients through RxTran," says Brian Kratt, RxTran's Chief Executive Officer. "Through this partnership, HBS enables pharmacists to be competitive, maintain legislative compliance and tap into growing LEP markets."

HBS is a leading pharmacy management services provider with over 1,800 clients nationwide. Delivering more than just software, HBS provides customized solutions and the agility pharmacies need to survive and thrive in a changing market. HBS' unique position as the only company to offer applications for all facets of pharmacy allows HBS to bring added value by delivering integrated solutions customized to meet pharmacy business demands.

"HBS is committed to presenting our clients with a variety of options the industry has to offer, and the RxTran language solution enables our clients to deliver services for limited English proficiency patients. This solution is easy to use and enables pharmacies to communicate with a growing LEP population," said Martin Spellman, HBS Director of Implementation and Sales.

Pharmacy Language Solutions



RxTran provides cost effective, simple to use language [solutions for pharmacies](#) that require written translation and verbal interpreting. For a low monthly subscription, pharmacies across the United States can access RxTran's Software as a Service (SaaS) online library of pre-translated prescription drug label information, auxiliary warning labels and patient education sheets to print (either directly onto prescription labels or in a supplemental form) and distribute to LEP patients. RxTran also provides verbal On-Demand Phone Interpreting, allowing pharmacists to dial a toll-free number and be able to communicate with non-English speaking customers within seconds.

The HBS partnership with RxTran allows pharmacies to communicate effectively with the increasing non-English speaking population.

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About Health Business Systems

HBS' suite of product and service offerings is geared toward pharmacy practice management, and provides solutions for retail pharmacy (independent and chain), institutional/nursing home pharmacy, and mail order/central fill pharmacy (start-up and high volume). The company was founded in 1981 and is headquartered in Warminster, Pennsylvania. For more information please visit www.HBSRx.com

About RxTran

RxTran provides pharmacies with language services, offering an online library of pre-translated written prescription drug information in 17 foreign languages and phone interpreting of verbal instructions into over 150 languages. For more information, visit: www.RxTran.com or email: [info \(at\) rxtran \(dot\) com](mailto:info@rxtran.com)

Pharmacy Language Solutions