

Are you protecting patient privacy?

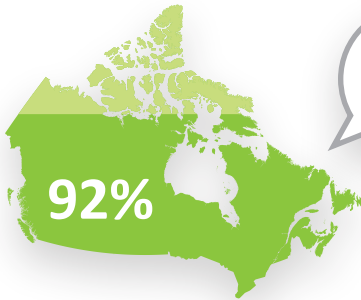
Canadians value their privacy.
Learn why it's important to protect their personal health information.



PrescribeIT™ is an e-prescription service designed to safeguard patient health data from commercial use.



Canada's private sector privacy law is not reflective of the current technology landscape.



15
Years

The majority of Canadians want steps taken to protect how their personal health information is used.

PIPEDA, enacted 15 years ago, does not account for technological innovation and leaves consumers vulnerable to data misuse.



89%

89% of Canadians agree it is very important that strict privacy laws are in place to protect who can access and share their personal health information.



The use of personal health information for commercial purposes is highly unpopular.

PrescribeIT™
CANADA'S ELECTRONIC PRESCRIPTION SERVICE



PrescribeIT™ provides safer and more effective medication management by connecting prescribers to retail pharmacies electronically—enabling the secure transmission of prescriptions.



4 in 5 Canadians think it is inappropriate for companies to advertise products or services based on an individual's health care information.

+ Better patient protection starts with PrescribeIT™

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Canada Health Infoway (2018).
Personal Health Information Survey.
Ipsos Public Affairs. Unpublished raw data.

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