
President's Letter

February 24, 2012



**Sandra Luscombe, MD
President**

Update on MedRunner e-prescribing product

Dear Colleagues:

Since posting the President's Letter of February 20, 2012, there have been developments I would like to bring to your attention. We have been contacted by Mr. Todd Murphy, the company's CEO, who assured us that: "... at no time have we [MedRunner] given any physician in the Province of Newfoundland and Labrador any computer device or any incentive of any kind to encourage the use of our product. This practice is not condoned by our company, and is not part of our business model."

We understand arrangements are currently underway for the Office of the Information and Privacy Commissioner to meet with representatives of MedRunner, after which we expect to receive some guidance from the Commissioner with respect to MedRunner's compliance with PHIA. The NLMA is also looking forward to meeting with MedRunner officials to ascertain that their services are compatible with NLMA policies and medical professional ethics.

We will bring you up to date as new information becomes available.

Regards,

A handwritten signature in cursive script that reads "Sandra Luscombe".

Sandra Luscombe, MD
President



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