

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of

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For: ELECTRONIC PRESCRIPTION
DELIVERY SYSTEM AND METHOD

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REPLY TO NON-FINAL OFFICE ACTION

1. A method of interfacing with an electronic prescription system to transmit a customized message to a prescriber device responsive to entry of prescription information for one patient of a plurality of patients into said electronic prescription system from said prescriber device, said prescriber device having a display, the method comprising:

receiving from said electronic prescription system electronic prescription information pertaining to a prescription for one patient of a plurality of patients, the electronic prescription information including at least patient identity, prescriber identity, and medication being prescribed;

accessing a database using at least the patient identity to obtain patient information;

accessing a database using at least the prescriber identity to obtain prescriber information, including at least past prescribing habits;

accessing a database using at least the medication being prescribed, the patient identity, and the prescriber identity including past prescribing habits to obtain medication information;

prior to the prescriber completing the prescription for the medication being prescribed, automatically generating a message containing the medical information, and transmitting the message to said electronic prescription system for display on said display;

receiving information modifying the prescription from the prescriber following the display of the message; and

generating a modified prescription responsive to the information modifying the prescription.

2. The method of claim 1 further comprising:

maintaining an electronic database of personal information about a plurality of physicians and a plurality of patients;

3. The method of claim 1, wherein the accessing comprises querying the electronic

database.

4. The method of claim 1 wherein the message comprises an advertisement.
5. The method of claim 1 wherein the message comprises educational content about a medication being prescribed.
6. The method of claim 1 wherein the personal information comprises up to 150 different data points,
7. The method of claim 6. wherein said data points comprise a plurality of the following: prescriber location, prescriber age, prescriber gender, prescriber past prescribing habits, the prescriber's medical specialty, prescriber practice size, socio-economic data about the geographic location of the prescriber's practice, prescriber decile, the prescriber's educational background, prescriber years in practice, patient age, patient gender, patient height, patient weight, patient ethnicity, patient family medical history, patient prescription history, patient allergies, patient pre-existing medical conditions, patient insurance information, patient educational level, patient home location, patient previous medical history, and patient socio-economic data.
8. The method of claim 1, further comprising:
collecting the patient personal information and prescriber personal information
from a practice management system of the prescriber.
9. The method of claim 1, wherein the patient personal information comprises data collected from the prescriber and data collected from other prescribers.
10. The method of claim 1, wherein automatically generating a message comprises selecting message content from a store of messages.
11. The method of claim 1, further comprising:

selecting a second message to be transmitted to the patient as a function of the personal information; and
transmitting the second particular message to the patient.

12. A system of interfacing with an electronic prescription system to transmit a customized message to a prescriber device responsive to entry of prescription information for one patient of a plurality of patients into said electronic prescription system from said prescriber device, said prescriber device having a display, the system comprising:

a processor; and

memory operatively connected to the processor and configured to cause the processor to execute the following steps:

receive from said electronic prescription system electronic prescription information pertaining to a prescription for one patient of a plurality of patients, the electronic prescription information including at least patient identity, prescriber identity, and medication being prescribed;

access a database using at least the patient identity to obtain patient information;

access a database using at least the prescriber identity to obtain prescriber information, including at least past prescribing habits;

access a database using at least the medication being prescribed, the patient identity, and the prescriber identity including past prescribing habits to obtain medication information;

prior to the prescriber completing the prescription for the medication being prescribed, automatically generate a message containing the medical information, and transmit the message to said electronic prescription system for display on said display;

receive information modifying the prescription from the prescriber following the display of the message; and

generate a modified prescription responsive to the information modifying

the prescription.

13. The system of claim 1, wherein said memory is further configured to cause the processor to execute the following step:

maintain an electronic database of personal information about a plurality of physicians and a plurality of patients.

14. The system of claim 1, wherein the accessing comprises querying the electronic database.

15. The system of claim 1, wherein the message comprises an advertisement.

16. The system of claim 1, wherein the message comprises educational content about a medication being prescribed.

17. The system of claim 1, wherein the personal information comprises up to 150 different data points,

18. The system of claim 17, wherein said data points comprise a plurality of the following: prescriber location, prescriber age, prescriber gender, prescriber past prescribing habits, the prescriber's medical specialty, prescriber practice size, socio-economic data about the geographic location of the prescriber's practice, prescriber decile, the prescriber's educational background, prescriber years in practice, patient age, patient gender, patient height, patient weight, patient ethnicity, patient family medical history, patient prescription history, patient allergies, patient pre-existing medical conditions, patient insurance information, patient educational level, patient home location, patient previous medical history, and patient socio-economic data.

19. The system of claim 1, wherein said memory is further configured to cause the processor to execute the following step::

collecting the patient personal information and prescriber personal information

from a practice management system of the prescriber.

20. The system of claim 1, wherein the patient personal information comprises data collected from the prescriber and data collected from other prescribers.
21. The system of claim 1, wherein automatically generating a message comprises selecting message content from a store of messages.
22. The system of claim 1, wherein said memory is further configured to cause the processor to execute the following step:
 - select a second message to be transmitted to the patient as a function of the personal information; and
 - transmit the second particular message to the patient.

