Foothold Technology Inc.

Introduction

This case study of Foothold Technology Inc. is based on a February 2021 survey of DrFirst customers by TechValidate, a 3rd-party research service.

> "Through our partnership with DrFirst, we have fulfilled our customer requests for PDMP, electronic pharmacy notifications, electronic prior authorizations, and robust medication history."

Challenges

The business challenges that led the profiled company to evaluate and ultimately select DrFirst:

- The key drivers for partnering with DrFirst:
  - Reduce or eliminate costs
  - Better able to focus internal resources on strategic initiatives
  - Improve overall functionality of our solution
  - Meet regulatory compliance and quality measures

Use Case

The key features and functionalities of DrFirst that the surveyed company uses:

- DrFirst services and resources that brought value to their organization:
  - Sales and Marketing launch kits, outreach materials and support
  - Direct-to-customer educational webinars
  - Up-to-date information on Regulatory news
  - Technical / Customer support
  - Pre-built integrations / APIs
  - Access to subject matter experts in the Medication Management and Care Coordination areas
- Leveraging DrFirst integrations has helped their organization to realize the following:
  - Faster time to market with new capabilities
  - Simplified API development to achieve solution services
  - Reduced maintenance burden
  - Controlled/reduced costs
  - Regulatory compliance (i.e. SCRIPT2017, EPCS, PDMP)
- Areas they have been able to shift their focus and improve as a result of partnering with DrFirst.:
  - Strategic corporate growth, EHR, or product innovations
  - New sources of incremental revenue
  - Customer requests / satisfaction items
  - Client retention

Results

The surveyed company achieved the following results with DrFirst:

- What they achieved by leveraging the DrFirst platform:
  - Reduced or eliminated development costs and/or resources
  - Was better able to focus internal resources on strategic initiatives
  - Improved overall functionality of the solution
  - Met regulatory compliance and quality measures
  - Enhanced solution's value proposition
- Level of agreement with the following statements regarding DrFirst APIs:
  - Meets their expectations: strongly agree
  - Enabled a better solution than originally envisioned: strongly agree
  - Integration consulting services improved the end-product: strongly agree
- Areas of DrFirst solution capabilities they are most excited to move forward:
  - Automated patient-facing engagement services to improve medication adherence
  - Improved secure communication and collaboration inside and outside individual healthcare settings
  - Integrated actionable insights for patient medical benefits (including price transparency, ePriorAuth, and Gaps in Care)
  - Improved medication history data for higher quality and usability
  - Mobile e-prescribing with API integration