

## DRFIRST CASE STUDY

# Foothold Technology, Inc.

## Introduction

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This case study of Foothold Technology, Inc., an EHR software company focused in behavioral health, is based on a February 2021 survey of DrFirst customers by TechValidate, a third-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

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The business challenges and key drivers that led Foothold Technology to evaluate and ultimately select partnering with DrFirst:

- Reduce or eliminate costs
- Better able to focus internal resources on strategic initiatives
- Improve overall functionality of their solution
- Meet regulatory compliance and quality measures

## Use Case

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The DrFirst services and resources Foothold Technology uses 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 to 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

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Foothold Technology achieved the following 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

Foothold Technology, Inc. strongly agree with the following statements regarding DrFirst APIs:

- Met their expectations
- Enabled a better solution than originally envisioned
- Integration consulting services improved the end-product

# Moving Forward

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Areas of DrFirst solution capabilities Foothold Technology is most excited about moving 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

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Source: Alex Atkinson, Integrations Manager, Foothold Technology, Inc.

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