

DRFIRST CASE STUDY

Foothold Technology, Inc.

Introduction

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

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

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

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

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

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

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