DrFirst

Unite the Healthiverse™

2025 ENABLING TECHNOLOGY LEADER

Leveraging Vital Technology to Enhance Products and Applications

RECOGNIZED FOR BEST PRACTICES IN THE NORTH AMERICAN HEALTHCARE IT SOFTWARE AND SERVICES INDUSTRY

FROST & SULLIVAN

Table of Contents

Best Practices Criteria for World-Class Performance 3

Interoperability and Innovation: Addressing Critical Gaps in Healthcare 3

DrFirst: Pioneering Healthcare Connectivity 4

From E-Prescribing to Complete Care: The DrFirst Strategy for Operational Excellence 4

Building a Future-Ready Healthcare Ecosystem 5

Client-Centered Innovation 7

Strengthening Market Leadership: Strategic Expansion and Collaborative Success 7

Conclusion 9

What You Need to Know about the Enabling Technology Leadership Recognition 10

Best Practices Recognition Analytics Methodology 11

Technology Leverage 11

Customer Impact 11

Inspire the World to Support True Leaders 12

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Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. DrFirst excels in many of the criteria in the heahcare IT software and services industry space.



Interoperability and Innovation: Addressing Critical Gaps in Healthcare

The healthcare market in the United States (US) and Canada is grappling with an entrenched resistance to change that hampers the implementation of technological advancements, leading to the isolation of critical healthcare information and preventing seamless collaboration across the system. As a result, interoperability has been slow to develop, depriving healthcare providers of the comprehensive context they need as patients move through the system. This fragmented environment not only inhibits innovation but also complicates patient care delivery, making it difficult to achieve optimal outcomes.

Moreover, the healthcare sector faces ongoing issues related to clinical data accuracy, medication adherence, and the overwhelming volume of patient information. Incomplete or inaccurate patient information contributes to 85%[1] of inpatient medication errors, with each readmission costing an average of $11,000 per patient.[2] Medication non-adherence is another critical issue, accounting for 25% of annual US hospitalizations and causing treatment failures in 30-50%[3] of chronic disease cases, resulting in approximately 125,000 avoidable deaths each year.[4]

[1] Results of the Medications at Transitions and Clinical Handoffs (MATCH) Study: An Analysis of Medication Reconciliation Errors and Risk Factors at Hospital Admission, 2010.
[2] Medication Reconciliation Model ROI. Society of Hospital Medicine. (Society of Hospital Medicine website: https://www.hospitalmedicine.org/clinical-topics/medication-reconciliation)
[3] World Health Organization, September 2002
[4] New England Journal of Medicine (Aug 4, 2005)

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The healthcare workforce is also struggling under the sheer weight of patient data, with 71% of US clinicians reporting feelings of burnout due to data overload, while healthcare workers and information technology personnel cite interoperability issues as major challenges to efficient system performance.[5] Within this context, DrFirst provides a holistic, technology-driven approach designed to improve healthcare delivery. The company focuses on creating alternative pathways that ensure greater interoperability. It allows providers to efficiently access and share crucial patient information throughout the care continuum. By fostering collaboration and improving data flow, DrFirst empowers healthcare professionals to make informed, timely decisions. This commitment to innovation helps clinicians overcome industry resistance to change and deliver optimal patient outcomes.

DrFirst: Pioneering Healthcare Connectivity

DrFirst, headquartered in Rockville, Maryland, has been a pioneer in healthcare technology since its founding in 2000. Embracing a culture of innovation, the company provides cutting-edge solutions and consulting services that enhance patient outcomes by securely connecting healthcare providers across all points of care. Known for its success in breaking down information silos, DrFirst addresses critical challenges related to medication management, care collaboration, price transparency, and patient adherence. The company's technology, which can function as stand-alone solutions or integrate with electronic health records (EHRs), is trusted by more than 520,000 healthcare providers, including over 420,000 prescribers, across the US.[6]

From E-Prescribing to Complete Care: The DrFirst Strategy for Operational Excellence

DrFirst employs a methodical, step-by-step approach to innovation. Beginning with a strong emphasis on e-prescribing, the company identified the critical importance of prescription management, a cornerstone of most patient-doctor interactions. From this initial focus, DrFirst expanded its reach across the "triangle of care," forging key relationships with providers, hospitals, and pharmacies. By integrating its solutions into EHRs and simplifying workflows among these stakeholders, DrFirst laid the foundation for a comprehensive healthcare platform. This strategic development enabled the company to introduce new programs centered on access, affordability, and adherence, ensuring patients receive the care they need throughout their healthcare journey.

A central element of the company's strategy is addressing challenges related to medication adherence, a key factor in controlling healthcare costs and improving patient outcomes. Prescription abandonment poses a significant barrier to medication adherence, with more than 20% of prescriptions left at the pharmacy due to factors such as lack of patient education, prohibitive costs, and procrastination, according to numerous studies.

Therefore, the company's real-time solutions provide patients with essential medication information through their mobile devices, offering cost-saving resources such as digital coupons and copay assistance, educational resources, and enabling the scheduling of pharmacy pickups. These tools empower patients to take greater control of their health, significantly increasing the likelihood that they will fill their

[5] Worldwide, October – December 2021, 2,838 Respondents, Clinicians. Source: Elsevier
[6] "About Us" (DrFirst website: https://drfirst.com/company/about-us/)

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prescriptions, thus reducing preventable complications and increasing adherence rates.

DrFirst also addresses the challenge of managing the overwhelming volume of patient data and ensuring accurate medication reconciliation. By improving the quality of medication history data, the company's technology boosts staff efficiency, reduces burnout among care teams, and helps prevent adverse drug events and costly 30-day readmissions. Tightly integrated with widely used EHR systems such as Epic, MEDITECH, athenahealth, and Greenway, DrFirst solutions provide clinicians with reliable medication histories and proactive adherence monitoring at the point of care.

"From this initial focus, DrFirst expanded its reach across the 'triangle of care´, forging key relationships with providers, hospitals, and pharmacies. By integrating its solutions into EHRs and simplifying workflows among these stakeholders, DrFirst laid the foundation for a comprehensive healthcare platform."

- Manuel Albornoz
Best Practices Research Analyst

The company's collaboration with EHR providers has been instrumental in streamlining medication management, particularly in therapy initiation and patient engagement. The DrFirst e-prescribing solution goes beyond the basic functionalities, providing physicians with decision support tools that validate their prescribing choices in real time. This approach reduces prescription errors, saves time, and safeguards patients. It ensures that healthcare providers work from the same consistent, accurate data throughout the care process.

DrFirst works across acute and ambulatory sectors to optimize medication management and improve overall care efficiency. By integrating solutions that strengthen communication between providers and pharmacies, the company simplifies the processes of therapy initiation and management, reducing barriers to care. Its comprehensive, end-to-end solutions equip healthcare providers with the tools to manage patient therapy, leading to smoother transitions between care settings.

To further reduce medication costs for patients, DrFirst offers price transparency tools that deliver real-time access to prescription benefit information. These tools enable healthcare providers and patients to make informed treatment choices by providing insights into associated costs. The company also works with payers to integrate actionable benefits data directly into clinical workflows, reducing administrative friction and overhead for healthcare providers. Finally, DrFirst ensures patients and other key participants have access to clear, timely information, optimizing the efficiency and cost-effectiveness of care delivery. Through these efforts, it continues to drive innovation, improving the overall experience for patients and stakeholders across the healthcare system.

Building a Future-Ready Healthcare Ecosystem

DrFirst aims to eliminate friction in medication management for all healthcare stakeholders with deep integrations and strategic partnerships across the industry. Its most recent innovation, a prescription orchestration platform, is a notable case in point. The platform is a complete reinvention of how e-prescriptions—which are after all clinical orders for medications—are shared between prescribers and pharmacists. It moves beyond the archaic system that was built on claims switch technology to allow clinical collaboration and enable custom workflows to meet stakeholders' needs.

The technology enables prescribers, pharmacists, payers, and PBMs to share vital clinical context while

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automating inefficient processes, which is especially critical for access to specialty medications. Flexible workflows allow specialty pharmacies to receive complete, prior authorization-approved prescriptions, ensuring patients receive critical medications faster. Clinical-grade AI improves prescription quality, and advanced algorithms protect pharmacies from fraudulent prescriptions. In addition, real-time data sharing allows prescriber and pharmacy systems to exchange data instantly, nearly eliminating the need for manual follow-ups and speeding prescription fulfillment.

DrFirst drives innovation and builds its ecosystem through a structured, iterative approach that begins with discovery. By engaging in deep conversations with current and prospective customers, the company identifies key friction points and evaluates whether addressing them aligns with its core expertise. From there, DrFirst moves into the design phase, considering the needs of all stakeholders, particularly in the context of a complex and highly regulated environment.

The development process follows an agile methodology but incorporates heightened validation measures due to the critical nature of healthcare software, ensuring clinical accuracy, data integrity, and security. After launching solutions with a select group of informed customers, DrFirst closely monitors performance in real-world settings, using feedback to drive ongoing refinements and establish a continuous improvement cycle that strengthens the ecosystem and maximizes value for users.

> *"The company's market presence is extensive, connecting a wide range of healthcare stakeholders throughout the US. DrFirst integrates with over 2,000 hospitals and health systems, 270 EHR and health information systems, 70,000 pharmacies, and serves approximately 20,000 ambulatory facilities. With these end-to-end connections, DrFirst impacts more than 400 million electronic prescriptions annually."*
>
> ***- Dr. Rishi Pathak***
> ***Research Director***

Furthermore, DrFirst innovatively uses artificial intelligence (AI) and synthetic data to enhance the testing and performance of its software. By running simulations that mirror real-world prescriptions without using actual protected health information, DrFirst can assess how its solutions will perform at scale over time in a highly accurate, risk-free environment. This approach allows the company to achieve a high level of confidence in the reliability of its technology, ensuring that it meets performance expectations while safeguarding patient privacy. This use of AI-driven synthetic data accelerates development cycles and ensures better outcomes for both providers and patients.

DrFirst takes a proactive and integrated approach to cybersecurity, embedding security measures throughout the entire software development process. Rather than treating security as an afterthought or a final checkpoint, the company incorporates security considerations from the discovery and design phases onward. DrFirst maintains certification with HITRUST and SOC 2 Type II, adheres to industry regulations such as the Health Insurance Portability and Accountability Act and Drug Enforcement Administration requirements, and aligns its practices with National Institute of Standards and Technology guidelines to ensure high-security standards.[7]

In addition to securing its software, DrFirst tackles the growing issue of identity fraud, which has become

[7] Frost & Sullivan Interview with DrFirst, October 2024

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particularly prevalent in the prescription process. The company protects identities with a novel, patent-pending monitoring system that recognizes anomalies in real time, upstream from routing networks and dispensing pharmacies. This self-learning system adapts to emerging threats, alerting pharmacies with prescription-level "trust scores" to help identify potential fraud before it occurs, and working with pharmacy chains before prescriptions are dispensed.

Client-Centered Innovation

DrFirst adopts a highly consultative and client-focused approach, understanding its clients' unique challenges and goals to deliver tailored, impactful solutions. This approach allows DrFirst to deliver immediate value with initial implementations and steadily build clients' confidence through additional successful case studies. Over time, the company continuously uses data insights to optimize client experience, adapting and strengthening solutions to ensure sustained success. This highly collaborative approach has yielded a monthly customer satisfaction score between 90-92%, with hospitals, health systems, and EHR partners maintaining scores between 94-99%, testifying to DrFirst's strong relationships and its impressive Net Promoter Score.[8]

Flexibility is a cornerstone of DrFirst's service model, providing clients with the opportunity to choose the platform components that best complement how they deliver care. Throughout the implementation process, the company delivers detailed utilization and outcomes reporting tailored to each user's objectives. Additionally, DrFirst uses advanced AI tools to monitor and prioritize support requests, resolving friction points quickly to ensure an uninterrupted user experience.

DrFirst fosters close, collaborative relationships, treating clients as strategic partners rather than conventional customers. The company prioritizes open communication channels to fully understand each business's needs and strategic priorities. Internally, DrFirst adopts a cross-functional approach by aligning insights and efforts across product, sales, operations, and customer success teams. The combination of human interaction and advanced technology allows DrFirst to offer a customer experience that grows stronger as the partnership deepens, further cementing client trust and satisfaction.

Strengthening Market Leadership: Strategic Expansion and Collaborative Success

DrFirst is an integrated solution provider with an end-to-end approach to medication management. Originally known for its strength in e-prescribing, the company has expanded its offerings to optimize workflows across the entire patient care journey. With a reach that includes more than 100 million patients annually, DrFirst delivers comprehensive solutions, moving away from fragmented product-specific messaging to a unified, scalable vision.[9] The company's market presence is extensive, connecting a wide range of healthcare stakeholders throughout the US. DrFirst integrates with over 2,000 hospitals and health systems, 270 EHR and health information systems, and 70,000 pharmacies, and serves approximately 20,000 ambulatory facilities.[10] With these end-to-end connections, DrFirst impacts more than 400 million electronic prescriptions annually.[11]

[8] Ibid.
[9] Ibid.
[10] "About Us" (DrFirst website: https://drfirst.com/company/about-us/)
[11] Ibid.

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The company has demonstrated strong business performance, engaging over half a million healthcare providers each quarter. While half of these providers use the DrFirst e-prescribing system as well as other medication management solutions, others integrate the company's various medication management and patient adherence programs with their existing e-prescribing solution. With integrations in 270 EHR systems for physician practices, as well as 20% of Epic health systems and nearly all MEDITECH hospitals in the US, DrFirst has established a significant presence in both the ambulatory and acute care sectors. [12] These partnerships, as well as strategic relationships with pharmacies, enable it to run a wide range of patient engagement programs, reaching approximately 60 million patients annually, with an engagement rate of 82-84%.[13]

The company generated over $160 million in revenue in 2024, underscoring a robust business performance that highlights its substantial impact and ongoing growth within the healthcare technology space.[14] Moreover, collaborations with companies throughout the industry allow DrFirst to tackle key challenges from behavioral health to multidisciplinary ambulatory practices to acute care. Additionally, the company's acquisition of Myndshft Technologies underscores its forward-thinking approach, becoming the first medication management company offering a unified medical and pharmacy benefits solution available for stand-alone use or integration. The technology improves patient access to specialty medications while reducing administrative burdens on providers.[15] The company's growth trajectory is further evidenced by its partnerships with 16 of the top 20 pharmaceutical manufacturers, reinforcing its ability to connect a diverse array of healthcare stakeholders, including providers, patients, pharmacies, payers, and regulatory entities.[16]

With a record of continuous innovation and strategic expansion, DrFirst is well-positioned as a key player in the healthcare industry, fostering collaboration and optimizing care at every stage of the patient journey.

[12] Frost & Sullivan Interview with DrFirst, October 2024
[13] Ibid.
[14] Ibid.
[15] "DrFirst Acquires Myndshft Technologies to Revolutionize Medication Management by Addressing Both Pharmacy and Medical Benefits" (DrFirst, April 2024)
[16] Frost & Sullivan Interview with DrFirst, October 2024

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Conclusion

Technology integration is a pivotal success factor in the healthcare information technology (IT) industry. However, with many solutions available, market stakeholders must strategically choose the most advanced and appropriate tools to optimize their market impact. DrFirst, with its comprehensive healthcare technology platform, optimizes the medication journey from prescribing to adherence, with integrated solutions that directly address critical challenges in prescription management and orchestration; medication access, affordability, and adherence; and clinical data accuracy. By seamlessly connecting healthcare providers, patients, and payers through robust electronic health record integration and innovative digital tools, DrFirst ensures continuity of care, reduces the occurrence of errors, and improves overall patient outcomes. The company's solutions empower patients and providers to make informed treatment decisions, support medication adherence through real-time intervention tools, and provide clinicians with accurate, timely information that facilitates care coordination across the entire healthcare ecosystem.

In addition to its technological focus, DrFirst pairs its solutions with customer-centric values, engaging closely with clients to deeply understand their specific challenges and crafting tailored programs that address these needs. By continuously innovating while maintaining a patient-centered approach, DrFirst has garnered widespread recognition for its role in improving the efficiency, safety, and quality of healthcare delivery across the continuum of care.

With its strong overall performance, DrFirst earns Frost & Sullivan's 2025 North American Enabling Technology Leadership Award in the healthcare IT software and services industry.

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What You Need to Know about the Enabling Technology Leadership Recognition

Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

Best Practices Award Analysis

For the Enabling Technology Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyal

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Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

		VALUE IMPACT	
STEP		WHAT	WHY
1	**Opportunity Universe**	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	**Transformational Model**	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	**Ecosystem**	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	**Growth Generator**	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	**Growth Opportunities**	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	**Frost Radar**	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	**Best Practices**	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	**Companies to Action**	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

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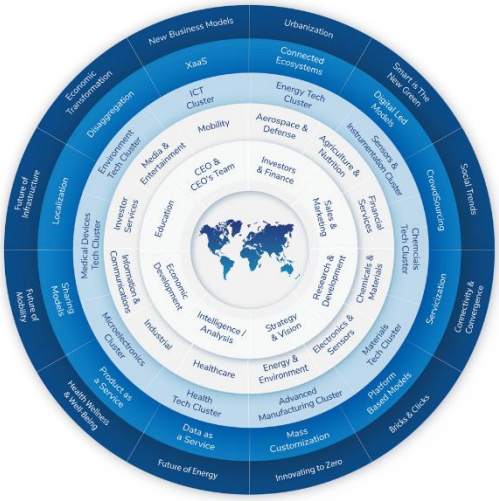
Key Impacts:

- **Growth Pipeline:** *Continuous Flow of Growth Opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.



Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

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