

How a traditional POC platform improved patients' outcome by offering HCPs suitable value adds



Problem

A traditional POC platform with over **50K active HCPs** was struggling with patient retention and eventually losing value



Solution

We advised them to work with us to engage their HCPs on the e-prescribing workflow which would enable their platform to receive:

- **Patient Affordability Messaging**

With our two platforms in sync, we knew the NDC drug HCPs are writing in real time using which we could dispense co-pay cards from the number of life sciences partners that we work with and help add value to the HCP-patient experience.



Result

Working closely with the POC platform, we helped engage HCPs who directly improve its critical metrics related to patient outcomes:

1

Number of dispensed co-pay vouchers increased **more than 150%** within the first 6 months

2

Over \$500K value of co-pay vouchers dispensed to patients, helping reduce cost of therapy

3

Engaged HCPs help drive repeat patients on the POC platform as it **increased by 40%** (till July 2021)



When Doceree spoke to us about their value proposition, it appeared that they would have little to no headwat in engaging HCPs. I was the most skeptical on the team, but within 2 months I was happy to be proven wrong. Now, we are only looking to strengthen our only looking to strengthen our partnership here on.

CEO, US POC

