



## Case Study

**eRx platform optimizes clinical messages and increases monthly revenue 900% with Spark, powered by Doceree**

### Challenge

**Find a way to enhance platform value while supporting prescribers**

A class-leading eRx platform needed to enhance the value of its platform to increase revenue without adding to users or taxing its sales team.

The brothers leading the Upstate New York business were searching for a partner that they could trust. Through Doceree, the eRx platform found the right data-driven solutions to meet the challenges head-on.

### Solution

**Engage users with relevant content at critical moments of care**

By activating Drug and Co-Pay Spark, the eRx platform engaged healthcare providers by delivering hyper-relevant clinical messages and patient assistance information.

At first, earnings were limited, but Doceree's expert team partnered closely with the CTO to optimize how and where Sparks were triggered in the HCPs workflow.

Soon after, revenue began to soar.

### Results

**Without impacting users, the eRx Platform skyrocketed its monthly revenue 10X by optimizing Spark's patented technology**

The eRx platform saw its monthly revenue from the Drug Spark increase by 900% (from \$1,000/month to \$10,000/month). The easy-to-integrate Co-Pay Spark allowed prescribers to save patients money without disrupting their workflow.



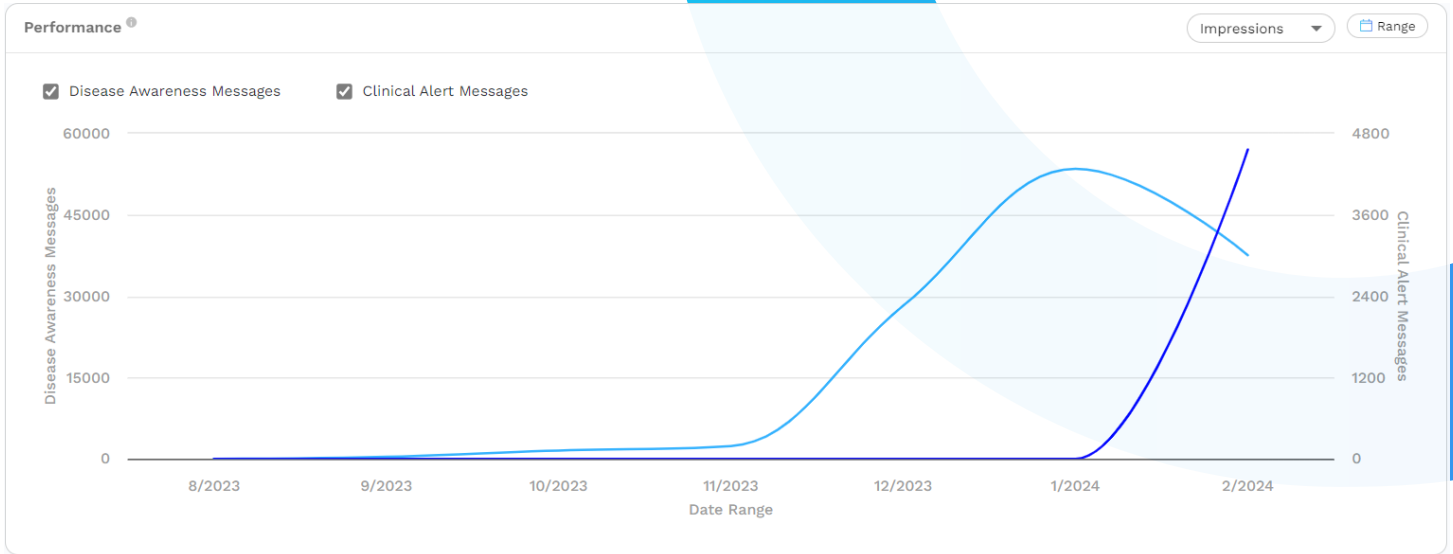
Doceree's core competency is beyond reproach," the eRx CTO said. "They excel not only in providing meaningful education to prescribers but also in partnership. This non-intrusive capability reduces costs for the EMR by providing incentives that can really help to control costs for the application's user base. It is a fantastic service!"

**900%**

**Spark increased monthly revenue by 900% for a client, an eRx platform.**



# Client Dashboard



## DRUG spark

Enables proactive disease management with real-time, precise messaging triggered at critical moments of care – at the time of diagnosis, recommending a procedure, or writing a script.

## CO-PAY spark

Improves medication affordability with real-time assistance eligibility messaging about co-pays, discounts, and other programs delivered to HCPs precisely at the prescribing moment.



**900%**  
increase in  
monthly revenue

A client, an eRX platform, enjoyed a 900% increase in revenue.

Enhance HCP engagement and spark revenue growth.

Let's ignite the change together.

Visit [doceree.com](https://doceree.com) to schedule a demo.

**spark**  
powered by docere<sup>SM</sup>