

FROST & SULLIVAN
BEST PRACTICES



2026

GLOBAL AI-POWERED
HEALTHCARE
MARKETING

**TECHNOLOGY INNOVATION
LEADERSHIP**

docere[®]

Table of Contents

Best Practices Criteria for World-Class Performance	3
The Transformation of the Healthcare Marketing Technology Industry	3
A Unified AI Operating System Spanning Physician Awareness to Patient Fill	4
Driving Measurable Impact Across the Healthcare Ecosystem.....	6
Platform Strategy and Ecosystem Expansion Strengthen Market Position	8
Conclusion	9
What You Need to Know about the Technology Innovation Leadership Recognition ...	10
Best Practices Recognition Analysis.....	10
Technology Leverage.....	10
Business Impact	10
Best Practices Recognition Analytics Methodology.....	11
Inspire the World to Support True Leaders	11
About Frost & Sullivan	12
The Growth Pipeline Generator™	12
The Innovation Generator™	12

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Doceree excels in many of the criteria in the AI-powered healthcare marketing space.

RECOGNITION CRITERIA	
<i>Business Impact</i>	<i>Technology Leverage</i>
Financial Performance	Commitment to Innovation
Customer Acquisition	Commitment to Creativity
Operational Efficiency	Stage Gate Efficiency
Growth Potential	Commercialization
Human Capital	Application Diversity

The Transformation of the Healthcare Marketing Technology Industry

Healthcare marketing remains one of the most complex and regulated segments of the digital advertising ecosystem. Pharmaceutical companies (pharmas) must navigate multiple operational and regulatory constraints while attempting to reach healthcare professionals (HCPs) with clinically relevant information. One major challenge is limited access to physicians. Doctors operate under significant time constraints and regulatory guidelines that restrict traditional promotional activities, making it increasingly difficult for a pharma to maintain effective engagement. Additionally, healthcare marketing infrastructure remains highly fragmented. Pharmas typically rely on separate vendors for various channels, including medical publishers, electronic health record (EHR) platforms, telemedicine systems, and programmatic media platforms. This fragmentation limits the effectiveness of omnichannel marketing strategies and prevents seamless coordination of physician engagement initiatives.

Another challenge is the lack of meaningful performance metrics. Historically, digital marketing solutions depend on static targeting parameters or surface-level engagement metrics, such as impressions and clicks. These approaches fail to capture the clinical context in which HCPs make prescribing decisions. Finally, regulatory and privacy constraints significantly limit the types of data that marketers can use. Compliance with regulations, such as the Health Insurance Portability and Accountability Act (HIPAA) and General Data Protection Regulation (GDPR), requires technology solutions that can deliver relevant insights without accessing patient-identifiable information. These challenges underscore the need for a purpose-built technology infrastructure designed specifically for healthcare marketing and physician engagement.

Frost & Sullivan observes that the global digital marketing and advertising technology sector is transitioning from fragmented point solutions to unified platforms powered by autonomous AI systems. This emerging “Agentic Economy” is driven by key strategic imperatives, including the collapse of the traditional marketing funnel, the rise of privacy-first data ecosystems, and the increasing adoption of AI-driven automation to enhance operational efficiency. Additionally, advancements in contextual and semantic intelligence for privacy-safe targeting, along with the expansion of omnichannel programmatic digital out-of-home advertising, are enabling brands to deliver more personalized, data-driven

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**- Unmesh Lal
Vice President**

experiences across both digital and physical environments. With the pharmaceutical marketing and sales landscape evolving toward a more patient-centric approach, pharmaceutical and life sciences brands are increasingly adopting programmatic marketing strategies to enable more precise and efficient targeting of HCPs and patients.¹²

Doceree has emerged as a pioneering healthcare technology innovator addressing these long-standing industry challenges through the development of the first AI-powered operating system for healthcare marketing. Founded in 2020 and headquartered in the United States, the company integrates artificial intelligence (AI), real-world clinical context, programmatic advertising,

and physician engagement tools into a unified ecosystem designed for pharma and life sciences organizations. With operations spanning more than 25 countries across North America, Europe and Asia-Pacific³, Doceree has rapidly expanded its global footprint while earning growing recognition for its innovation and impact in healthcare marketing technology. Doceree began with Harshit Jain, MD — a Northwestern-trained physician who left clinical medicine to pursue a question carried over from practice: *why does a physician prescribe what they prescribe?* Eight years on, that inquiry has shaped the company's evolution from an early-stage venture into the platform now defining how the category operates.

A Unified AI Operating System Spanning Physician Awareness to Patient Fill

At the core of Doceree's technology leadership is a unified AI operating system that spans the full prescription journey — from physician awareness through point-of-care engagement to adherence and patient fill — on a single platform. The system analyzes multiple layers of clinical and behavioral context (e.g., physician activity, digital consumption patterns, medical content relevance, and prescribing triggers) to enable highly precise, context-aware orchestration across every stage. By connecting data across healthcare environments, activating targeted campaigns, and analyzing outcomes in a closed loop, the platform helps pharmas optimize how brands move from awareness with HCPs to fill at the pharmacy. Designed to operate within HCPs' clinical workflows, it integrates with compliant digital

¹ *Top 10 Growth Opportunities in Digital Marketing and Advertising for 2026* (Frost & Sullivan, January 2026)

² *Pharmaceutical Commercialization Solutions and Services Industry, Global, 2024-2029* (Frost & Sullivan, September 2024)

³ <https://doceree.com/our-story/>

environments, ensuring compliance with strict healthcare regulatory frameworks, including privacy and data protection standards (e.g., HIPAA and the GDPR). Through this approach, Doceree connects drug manufacturers, HCPs, EHR platforms, medical publishers, and data partners within a single ecosystem for coordinated physician engagement.

Powering this operating system is a proprietary technology stack — point-of-care systems, physician-focused medical content platforms, and AI-driven engagement tools — that helps healthcare stakeholders address critical challenges across the journey, including improving patient access to medications, supporting clinical trial recruitment, increasing affordability program awareness, and enabling more informed treatment decision-making. Embedded directly into EHR systems, Doceree's flagship solutions reach HCPs at critical moments of care such as when diagnoses are made or prescriptions are written, transforming brand interactions from passive advertising into information aligned with real-time clinical decision-making and the patient outcomes that follow. Importantly, the platform leverages HCP-level context and structured clinical signals to orchestrate engagement across the journey while preserving patient privacy.

Doceree's platform also extends into healthcare use cases such as clinical trial awareness and patient affordability. Through Spark, the company helps surface relevant trial opportunities within clinical workflows, enabling physicians to identify potential candidates during consultations. Doceree also supports patient affordability initiatives through Co-pay.com, allowing physicians to identify available assistance programs at the point of prescribing and creating the fill activation layer that completes the prescription journey—helping patients move from therapy selection to affordable access, including patients who may not have been actively seeking savings programs.

Doceree extends its ecosystem to medical publishers through AdManager, the first unified ad management and monetization platform for healthcare content platforms and medical journals. As the digital advertising landscape continues to evolve, healthcare publishers face increasing challenges in managing ads effectively while ensuring compliance with industry standards. Doceree's AdManager simplifies this process by providing an integrated platform that enables enhanced targeting, dynamic inventory optimization, and automated compliance.

In 2025, Doceree further expanded its innovation portfolio with the introduction of RepTwin, an AI-powered virtual brand representative that engages Healthcare Professionals (HCPs) 24x7 across websites, medical journals, EHRs, and internal training programs through video, voice, and chat interactions in 40+ languages. It is fully trained on brand, clinical trials, products, and competitive landscape, and is MLR-ready — enabling Medical, Legal, and Regulatory teams to test, validate, and approve responses before deployment. By leveraging past engagement data for beyond human personalization, RepTwin scales commercial engagement, accelerates medical information delivery, improves patient access and reimbursement support, streamlines adverse event intake, and enables sales, MSL, and MLR teams with instant intelligence — all in a fully compliant, fully auditable, and brand-aligned manner across the complete engagement ecosystem.

Earlier in 2026, Doceree introduced Clinical Intent Signals (CIS) at the SOLLI Summit — the unifying intelligence layer of its platform. Delivered through a single pixel, CIS captures and connects clinical,

behavioural, and engagement signals across the HCP and patient journey, eliminating the data fragmentation that has long constrained measurement and personalization in pharma marketing.

Tying the stack together is Daily Command, the AI command center of Doceree's operating system. It orchestrates the entire platform — from campaign planning through point-of-care engagement, adherence, and fill — into a single operating layer, giving brand, media, and medical teams one workspace to plan, activate, and measure across the HCP and patient journey. Daily Command is in closed beta with major agency partners through June 2026, with public launch on July 14, 2026.

These innovations reflect Doceree's flexible platform architecture, which supports a wide range of use cases across the healthcare ecosystem. Guided by the deep industry expertise of its founder and CEO, physician-turned-healthcare marketer Harshit Jain, the company demonstrates a strong ability to identify emerging needs and develop targeted solutions to address them. This customer-centric approach has enabled Doceree to continuously expand its solutions portfolio while enhancing the strategic value of its platform.

To further strengthen its offering, Doceree complements its internal innovation with strategic partnerships across the healthcare data and technology landscape. For example, its Marketplace solution (a HCP data marketplace) brings together partners, such as AnalyticsIQ, iMedicalData, SemantiQ, and LakeB2B⁴, enabling pharma to access high-quality HCP data and insights to support more targeted engagement strategies. The company's innovation trajectory is further supported by strong investor confidence, with total funding reaching approximately \$55 million.⁵⁶ Through this combination of platform innovation, ecosystem collaboration, and investor backing, Doceree continues to reinforce its role as a key AI leader in healthcare marketing.

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Driving Measurable Impact Across the Healthcare Ecosystem

Doceree's advanced AI-powered platform delivers measurable impact across the healthcare ecosystem. The company is transforming healthcare marketing in ways that deliver tangible benefits for healthcare stakeholders and patients. Multiple customer deployments across global healthcare markets showcase the platform's ability to translate technological capabilities into demonstrable real-world outcomes.

Case Study: Diabetes Brand Boosts Prescriptions Through Financial Assistance Awareness

A leading diabetes brand sought to reverse declining prescription volumes by increasing awareness of its financial assistance program in a competitive market. The solution integrated Co-pay and savings program information directly into EHR workflows, improving cost transparency and enabling providers to easily share savings programs with patients. Over six months, 86% of participating HCPs prescribed the brand,

⁴ <https://doceree.com/marketplace/>

⁵ <https://doceree.com/media/doceree-closes-11-million-series-a-funding-round-led-by-eight-roads-ventures>

⁶ <https://www.prnewswire.com/news-releases/doceree-raises-35-million-in-series-b-funding-led-by-creaegis-with-participation-from-eight-roads-ventures-and-f-prime-capital-301940462.html>

including 46% new prescribers, generating a 13:1 return on investment and significantly improving prescription adoption.⁷

Case Study: Geo-Targeted HCP Engagement for Leading Pharma Brand

A leading pharma company struggled to reach HCPs in the United Kingdom, where brand performance was low. Their digital marketing lacked precise targeting, limiting their ability to influence brand recommendations in underperforming postcodes. The company partnered with Doceree to launch a geo-targeted campaign on physician-only platforms using endemic channels and a unified network of specialist medical publishers. The campaign delivered 702,959 impressions and reached over 23,000 HCPs across specialties, including general practitioners, nurses, pharmacists, and pulmonologists. With an average engagement time of 38 seconds, the initiative boosted brand presence in key regions and supported improved prescription potential.⁸

Case Study: High-Impact Digital Campaign Drives Physician Engagement

A leading pharma brand faced low physician traffic on its medical information platform due to limited awareness and recall. To address this, the brand partnered with Doceree to launch a pan-India campaign targeting multiple medical specialties with tailored creatives addressing each specialty’s information needs. Creatives were refreshed monthly, and brand lift studies were conducted to measure impact. The campaign reached over 30,000 HCPs, delivered 50,000+ impressions, achieved a 0.71% click-through rate, and resulted in a 1.5x increase in key message recall, significantly improving platform awareness and engagement.⁹

“Doceree effectively combines technological innovation with a robust ecosystem of healthcare stakeholders, strengthening its position within the healthcare marketing technology landscape. Its platform’s broad adoption demonstrates the company’s ability to translate advanced technology into measurable, real-world solutions. By continuously expanding its platform capabilities while leveraging a growing partner ecosystem, Doceree sustains a strong innovation trajectory. This combination of technological leadership, ecosystem scale, and proven market impact reinforces Doceree’s competitive advantage and supports its continued growth.”

**- Rubini Kamal
Best Practices Research Analyst**

Doceree’s technology leadership is underpinned by a strong culture of continuous innovation, supported by an agile development culture. As the AI landscape rapidly evolves, the company actively identifies emerging market gaps and customer needs and responds with targeted solutions. For example, in response to the rise of generative AI, Doceree introduced its AI Publisher Suite and Content Marketplace, enabling medical publishers to build AI-driven content interfaces and license proprietary content to AI platforms (e.g., OpenAI and Gemini) while protecting and monetizing their intellectual property. Reflecting the strength of its AI-driven innovation, in 2025, Doceree was recognized by OpenAI for surpassing 10 billion tokens processed through the OpenAI platform, an achievement that highlights the company’s advanced use of AI

⁷ [How a diabetes brand drove 13:1 ROI by embedding copay support in EHRs | Copay Case Study](#)

⁸ [Leading Pharma Brand Boosted HCP Engagement in UK | Case Study of Premium Programmatic](#)

⁹ [How a Pharma brand drove 1.5X message recall and surge in HCP traffic | Endemic Case Study](#)

technology and its ability to translate these capabilities into commercially successful healthcare solutions.¹⁰

A key enabler of this innovation is Doceree’s highly adaptable workforce and AI-driven organizational culture. Teams across the company have significantly improved efficiencies through the use of AI tools in product development and operations. Supported by these technologies, Doceree has shortened its development cycles, moving from traditional multi-week sprints to five-day iteration cycles that allow teams to rapidly test and deploy new capabilities.

With more than 230 employees across major innovation hubs, the company continues to cultivate a highly capable talent base while expanding its technology platforms globally across healthcare markets. This growing international presence strengthens Doceree’s ability to serve multinational pharma manufacturers while adapting its platform capabilities to diverse healthcare systems and regulatory environments. As its ecosystem expands, Doceree is strengthening its position as the AI leader in healthcare marketing technology.

Platform Strategy and Ecosystem Expansion Strengthen Market Position

Doceree has demonstrated strong growth and market traction by delivering value to healthcare stakeholders. The company’s growth is largely driven by its platform-based strategy, which enables it to continuously build upon its capabilities within a unified technology ecosystem. By expanding the operating system with new modules while leveraging the same network of HCPs, publishers, and healthcare platforms, Doceree can address additional use cases without rebuilding its underlying infrastructure. Each new capability expands the company’s addressable market while deepening its value proposition for existing customers, enabling Doceree to scale technologically and commercially.

Through a subscription-based platform model, Doceree provides pharma companies with flexible access to its advanced engagement and AI-driven capabilities. Clients can license the platform and activate individual modules as needed, enabling them to scale campaigns and engagement programs according to brand priorities. This modular approach lowers barriers to entry while allowing customers to expand their use of the platform as their engagement strategies evolve, fostering long-term customer relationships and supporting the company’s sustained growth trajectory.

Doceree’s technology leadership has translated into strong commercial momentum and rapid adoption. It reports achieving annual growth rates ranging from approximately 50% to 100% year-over-year since its founding¹¹, demonstrating strong market demand for its technology. Robust utilization across the healthcare ecosystem further underscores the industry relevance and scalability of Doceree’s platform. The company has achieved large-scale deployment within physician environments, notably integrations with 185+ EHR systems¹² (including major players such as Epic and Oracle Cerner) and 35+ hospitals and health systems.

In addition, a network of 2,000+ medical publishers extends the platform’s reach across trusted clinical information platforms, connecting pharma and life sciences organizations to 6+ million verified HCPs

¹⁰ <https://finance.yahoo.com/news/doceree-recognized-openai-crossing-10-140200599.html>

¹¹ Frost & Sullivan Discussion with Doceree (March 2026)

¹² Ibid.

across 45+ specialties. The company reports serving 115+ pharmas and 30+ media agency partners globally in 2025. This broad uptake across the industry demonstrates the platform's market impact and reinforces its role as a central infrastructure for HCP engagement, creating network effects that further strengthen Doceree's competitive advantage.¹³

Doceree effectively combines technological innovation with a robust ecosystem of healthcare stakeholders, strengthening its position within the healthcare marketing technology landscape. Its platform's broad adoption demonstrates the company's ability to translate advanced technology into measurable, real-world solutions. By continuously expanding its platform capabilities while leveraging a growing partner ecosystem, Doceree sustains a strong innovation trajectory. This combination of technological leadership, ecosystem scale, and proven market impact reinforces Doceree's competitive advantage and supports its continued growth.

Conclusion

Doceree advances the healthcare marketing technology landscape through an artificial intelligence (AI)-powered platform that works as a system spanning physician awareness to patient fill. The company demonstrates technology leadership through innovations such as its EHR-embedded Spark point-of-care engagement platform, the AdManager ecosystem for medical publishers, the RepTwin AI agent platform for pharmaceutical organizations (pharmas), Clinical Intent Signals and Daily Command. By integrating physician workflow signals, AI-driven analytics, and a global network of healthcare content platforms, Doceree enables pharmas to deliver more precise and impactful engagement with healthcare professionals, improving outcomes across the healthcare ecosystem. Doceree further differentiates itself through a privacy-first architecture that leverages physician-level context rather than patient-identifiable data, ensuring regulatory compliance. Supported by strong market adoption, a scalable platform strategy, and an expanding partner ecosystem, Doceree demonstrates clear technology leadership in healthcare marketing innovation. By connecting awareness, clinical intent, point-of-care engagement, adherence, and fill on a single operating system orchestrated through Daily Command, Doceree establishes itself as the AI leader for the category.

With its strong overall performance, Doceree earns Frost & Sullivan's 2026 Global Technology Innovation Leadership Recognition in the AI-powered healthcare marketing industry.

What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Recognition identifies the company that has introduced the best underlying technology for achieving remarkable product and customer success while driving future business value.

Best Practices Recognition Analysis

For the Technology Innovation Leadership Recognition, 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: 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

Business Impact

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

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.

STEP		VALUE IMPACT	
		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

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fueled by the Innovation Generator™.

[Learn more.](#)

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:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

