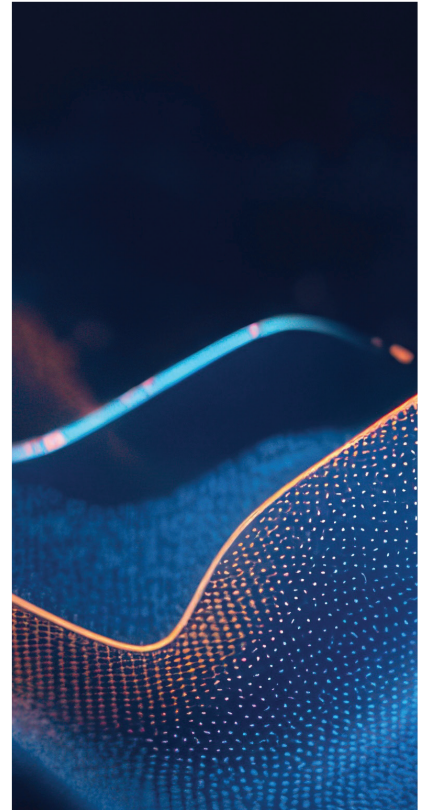
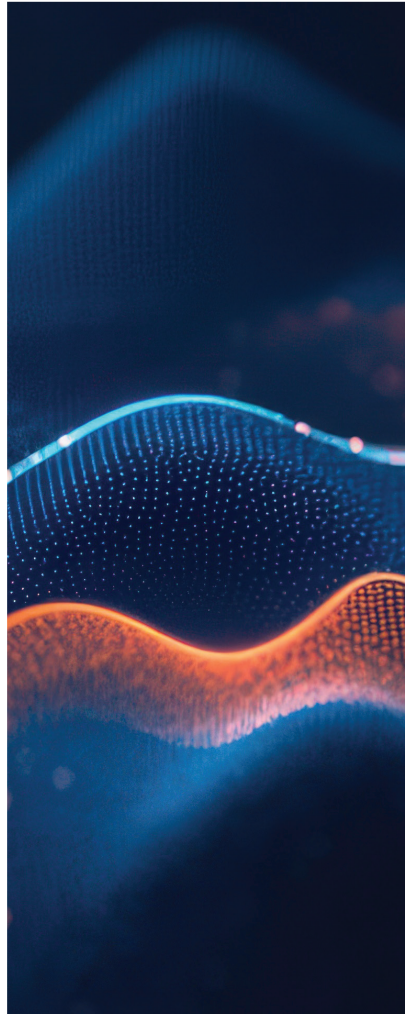


FROST & SULLIVAN
BEST PRACTICES



2026

NORTH AMERICAN INTELLIGENT
MEDICATION MANAGEMENT

**ENABLING TECHNOLOGY
LEADERSHIP**

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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. DrFirst excels in many of the criteria in the intelligent medication management space.

RECOGNITION CRITERIA	
Technology Leverage	Customer Impact
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

The Transformation of Medication Management

The North American healthcare ecosystem continues to grapple with significant inefficiencies in

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– Sagar Mukhekar
Industry Analyst

medication management, driven by fragmented workflows, administrative burden, and increasingly complex payer requirements. While digital transformation has improved interoperability over the past decade, Frost & Sullivan notes that critical friction points persist, particularly in therapy initiation, prior authorization, and stakeholder coordination. These inefficiencies not only delay patient access to medication but also contribute to clinician burnout and increased system costs.

Against this backdrop, the market is transitioning from digitizing workflows to the intelligent orchestration of clinical and administrative processes, where real-time insights can proactively guide decision-making. In this evolving landscape, Frost & Sullivan analysts observe how DrFirst has advanced beyond its traditional role as a workflow enabler to emerge as a leader in AI-enhanced medication orchestration, fundamentally redefining how prescription orders are created and executed across the care continuum. This evolution hinges on bringing the clinical, operational, and business context that shapes each

prescription directly into the prescribing moment rather than surfacing it after the fact. Much of this context has never been available to providers.

Advances from Workflow Enablement to Medication Orchestration

DrFirst's innovation strategy reflects a decisive shift from reactive workflow compliance to proactive decision enablement. Historically focused on ensuring prescriptions met regulatory and quality requirements, the company has evolved to deliver actionable decision support that guides providers upstream at the point of care. Traditional decision support essentially tells prescribers only what they cannot do for a patient, with alerts that do not offer a path forward. DrFirst believes providers need to know the options available to them for each specific patient scenario. Unlike leading competitors, which primarily optimize discrete functions such as eligibility, routing, or affordability, DrFirst embeds actionable

"...DrFirst's Avoid–Accelerate–Automate framework for prior authorization reflects a creative rethinking of industry workflows, prioritizing process elimination before optimization."

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decision support upstream, enabling execution that "gets it right the first time" and minimizes rework throughout the medication journey. This positioning allows it to operate not only as an integration platform but also as a clinical intelligence layer that orchestrates interactions between connected stakeholders in real time.

Central to this transformation is the development of an AI-enhanced orchestration platform that integrates real-time data from participating organizations to support clinical workflow from order creation through fulfillment. This platform represents a structural advancement in healthcare IT, moving beyond static decision support toward dynamic, context-aware guidance that continuously learns and adapts through real-world provider interactions. At the core of this approach is a clinical intelligence layer that works in conjunction with stakeholders' operational and business context, surfacing information that legacy e-prescribing networks were structurally unable to deliver at the point of prescribing. The agent design ensures that coverage issues, such as formulary and prior authorizations, and pharmacy-specific context, such as dispensing limitations and supply options, are resolved before prescriptions are sent.

Dating back to 2016, DrFirst's long-standing investment, in AI to enhance clinical data for over a third of the adult population, dating back to 2016, has enabled the company to seamlessly incorporate agentic AI and generative capabilities into both product functionality and internal operations. By embedding intelligence across workflows, DrFirst has created a continuously learning system that improves decision quality, accelerates therapy initiation, and enhances provider productivity.

Redefines Prescribing Workflows Through Intelligent Design and Personalization

Frost & Sullivan finds that DrFirst distinguishes itself by reimagining medication workflows, rather than simply digitizing legacy processes. A defining example is the concept of the "fully optimized prescription," which arrives at the pharmacy ready to fill with potential roadblocks resolved, eliminating downstream rework and delays.

An intuitive, conversational support framework, in which providers receive real-time, actionable guidance while maintaining full autonomy to deviate based on clinical judgment, further reinforces this approach.

Additionally, DrFirst's avoid–accelerate–automate framework for prior authorization reflects a creative rethinking of industry workflows, prioritizing process elimination before optimization. The company's use of hyper-personalization further enhances its differentiation by aligning workflows for both individual providers and healthcare organizations alike, rather than relying on static clinical assumptions.

Scales Innovation with Agile, Clinically Validated Development Models

DrFirst has established a highly efficient and adaptive innovation lifecycle that combines clinical rigor with agile software development practices. The company employs a robust experimentation framework that continuously tests and refines product features based on real-world interactions with providers.

This data-driven approach has produced measurable improvements in adoption, with certain features achieving rapid increases in provider engagement following refinement.

Unlike traditional product development models reliant on periodic releases, DrFirst's incremental deployment strategy enables continuous enhancements without disrupting clinical workflows. At the same time, clinical oversight ensures that all innovations meet regulatory and safety standards, maintaining trust in a highly sensitive environment.

Translates Ecosystem Scale into Sustainable Market Leadership

DrFirst's ability to translate innovation into market success is underpinned by its extensive market reach and established stakeholder relationships, developed over more than two decades. The company's solutions are deeply embedded within provider workflows through integrations with leading electronic health record (EHR) systems and connections across pharmacies, pharmacy benefit managers (PBMs), and patients.

Building on this foundation, DrFirst has expanded beyond e-prescribing to become a comprehensive orchestration platform, extending its value proposition throughout the full medication journey.

Frost & Sullivan appreciates how the company's innovations have demonstrated strong real-world adoption and impact through its orchestration platform that connects and optimizes clinical orders across the healthcare system, eliminating friction for providers and patients. DrFirst reports measurable outcomes that validate its real-world impact in pilots, such as an approximate 45% reduction in downstream change requests for drugs most likely to trigger them and rapid increases in provider use of recommended next best actions from about 24% to over 70% through improvements driven by understanding doctors' preferences. These pilots are then deployed at scale across over 150,000 providers and hundreds of millions of prescriptions annually.

Bridges Clinical and Administrative Silos Across the Medication Journey

DrFirst's technology demonstrates strong versatility across multiple applications and stakeholder groups. A key advancement is its ability to unify pharmacy and medical prior authorization workflows, eliminating traditional silos that contribute to inefficiencies. Its platform's ability to reduce downstream change requests saves significant time for pharmacists and providers while accelerating therapy initiation.

The company also reaches patients through its prescription engagement platform, which delivers medication information on behalf of their healthcare provider. By keeping patients informed while

reinforcing the provider-patient relationship, the platform improves medication adherence, with DrFirst reporting an 88% engagement rate. Results from a recent study published in PLOS Digital Health showed that patients with heart failure who engaged with the platform's personalized medication information had 19% higher likelihood of filling their prescriptions and 6% lower likelihood of hospital readmission.

Through data-driven insights, DrFirst simplifies complex workflows and improves completion rates, enabling more efficient coordination among providers, PBMs, pharmacies, and patients. Its ability to operate across diverse care settings and deployment models further enhances its scalability and relevance.

Strengthens Market Leadership Through Trust, Scale, and Innovation

DrFirst benefits from deeply embedded integrations within EHR systems and long-standing relationships with healthcare stakeholders. Its consultative approach, combined with a strong compliance foundation, enables a frictionless purchasing and adoption experience. DrFirst leverages AI to analyze support interactions and identify systemic issues, creating a closed-loop feedback system that continuously improves product performance and customer experience. With over two decades of industry experience, DrFirst has built a strong brand equity as a trusted leader in medication management.

Conclusion

Frost & Sullivan appreciates how DrFirst has successfully transformed into a next-generation AI-enhanced medication orchestration platform, addressing critical inefficiencies in the healthcare ecosystem through innovative, scalable solutions. By embedding intelligence across workflows, the company enables proactive, data-driven decision-making that improves provider efficiency, enhances patient outcomes, and reduces system-wide friction.

With its robust overall performance and continued leadership in advancing AI-driven healthcare workflows, DrFirst earns the 2026 Frost & Sullivan Enabling Technology Leadership Recognition in the intelligent medication management industry.

What You Need to Know about the Enabling Technology Leadership Recognition

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

Best Practices Recognition Analysis

For the Enabling Technology 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

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

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

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)**

