



SCRIPTDROP FINDS THE RIGHT PRESCRIPTION FOR PUBLIC CLOUD

BUSINESS

Automated prescription fulfillment startup based in Nashville, Tennessee.

CHALLENGES

Scaling a secure and compliant infrastructure in a public cloud environment to keep up with phenomenal growth.

SOLUTION

Fanatical Support® for AWS – Aviator

OUTCOME

ScriptDrop launched quickly and with minimal staff through 24x7x365 support from AWS-certified experts at Rackspace.

CUSTOMER CASE STUDY



ScriptDrop is a Nashville, Tennessee-based startup founded by two healthcare IT veterans. The company is built around an application that automatically sends prescriptions to the pharmacy and automates insurer authorizations for medications. The founders entered the market after learning that a whopping 32 percent of all prescriptions called into pharmacies were never picked up. Those unfilled prescriptions cost pharmacies and the drug makers millions each year in “reversals”. Insurers and hospitals pay too, as the major reason for patient readmission is medication-related. And it’s most expensive for patients, where a delay in taking prescribed medications can make a patient sicker.

The success of ScriptDrop is driven by building technology that’s easy to use for both pharmacies and providers. ScriptDrop directly contracts with pharmaceutical companies to deliver medications right to a patient’s home, at no cost to the patient or the pharmacy. Early on, the founders decided to leverage the power of the cloud to free themselves to focus on growing their business, instead of managing infrastructure.

“WE CAN COUNT ON RACKSPACE, AND THEY’RE PROACTIVE TOO. SO, IF THERE’S AN EMERGENCY, WE’RE COVERED. IT’S PERFECT ALL THE WAY AROUND FOR US AT THE SIZE WE ARE AND IN THE DIRECTION THAT WE’RE MOVING.”

LARRY SCOTT :: CTO, SCRIPTDROP

Addressing Healthcare IT Challenges

ScriptDrop has never had to build and manage its own data center. Instead, the company launched on multi-tenant public cloud infrastructure. ScriptDrop was running AWS because it didn’t want to run hardware in-house. But running AWS became quite complex as their business needs grew. ScriptDrop looked at independent consultants to help them with the day-to-day tasks of managing security within a sensitive, high performance cloud infrastructure. “With such a small team, we knew we wouldn’t be able to cross all of the T’s and dot all of the I’s. Once we got funding, the first thing we did was to reach out to several potential managed cloud providers,” said Larry Scott, CTO of ScriptDrop.

ScriptDrop is built on protected health information (PHI), and all of the privacy and security requirements around housing and transmitting sensitive data apply to its processes and infrastructure. “The number one focus is security, because if we were to have a data leak or a data breach,

it would ultimately lead us to shut our doors,” Scott said. A breach could put ScriptDrop at risk for bad press, loss of customer trust and big fines from regulatory organizations if they were found to be out of compliance.

Choosing to go with Rackspace

ScriptDrop also sought a higher level of support to help them grow and optimize their environment. “When we chose AWS, we naively assumed that with a few clicks, everything would be up and running,” Scott recalls. However, once their team got a good look under the hood, they could see that they were in over their heads.

The decision was made to shop several major cloud providers, and despite concerns around cost, the company approached Rackspace. Working with ScriptDrop, Rackspace architects examined their needs, paying particular attention to security, privacy and compliance requirements, to come up with the optimal solution for them.

“Rackspace took our concerns and listened to what we were trying to do,” Scott said. “We were impressed by the level of support that comes with the AWS Aviator package, and after seeing the price, it was definitely a no-brainer for us.”

The Right Prescription for ScriptDrop

Fast growth meant that ScriptDrop soon needed to fill a gap around DevOps expertise. But they quickly learned that Rackspace could fill that gap, too. “Rackspace has been self-sustaining,” said Scott. “We don’t have to look for a person to manage that relationship, which is a huge help for us.”

Backed by a team of AWS-certified experts at Rackspace, ScriptDrop was able to get not only the infrastructure they needed, but also the expertise and support to run it all. “It was really the level of knowledge and service they delivered. Rackspace gave us the white glove service up front and there was no question in our mind that we needed to go with Rackspace. They helped us stay on AWS,” said Scott.

By partnering with Rackspace, ScriptDrop was able to launch quickly. According to Scott, the learning curve would have caused major delays. “If we had to do it ourselves, I can’t even calculate how much time it would take to learn all of that. Just getting stuff set up for the VPN was cumbersome for us,” he said.

And with Fanatical Support, ScriptDrop can rest easy knowing that the critical infrastructure that underpins its business is in good hands. Scott said, “We can count on Rackspace, and they’re proactive too. So, if there’s an emergency, we’re covered. It’s perfect all the way around for us at the size we are and in the direction that we’re moving.”

“IT WAS REALLY THE LEVEL OF KNOWLEDGE AND SERVICE THEY DELIVERED. RACKSPACE GAVE US THE WHITE GLOVE SERVICE UP FRONT AND THERE WAS NO QUESTION IN OUR MIND THAT WE NEEDED TO GO WITH RACKSPACE. THEY HELPED US STAY ON AWS.”

LARRY SCOTT :: CTO, SCRIPTDROP

ABOUT RACKSPACE

Rackspace, the #1 managed cloud company, helps businesses tap the power of cloud computing without the complexity and cost of managing it on their own. Rackspace engineers deliver specialized expertise, easy-to-use tools and Fanatical Support® for leading technologies developed by AWS, Google, Microsoft, OpenStack, VMware and others. The company serves customers in 150 countries, including more than half of the FORTUNE 100. Rackspace is a leader in the 2017 Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide, and has been honored by Fortune, Forbes and others as one of the best companies to work for.

Learn more at www.rackspace.com or call us at **1-800-961-2888**.

Copyright © 2017 Rackspace US, Inc. .; Rackspace®, Fanatical Support® and other Rackspace marks are either service marks or registered service marks of Rackspace US, Inc. in the United States and other countries. All other trademarks, service marks, images, products and brands remain the sole property of their respective holders and do not imply endorsement or sponsorship.

This case study is for your informational purposes only. RACKSPACE MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS CASE STUDY. All customer examples and the information and results illustrated here are based upon the customer's experiences with the referenced Rackspace services and are not necessarily indicative of the future performance of Rackspace services. Rackspace detailed services descriptions and legal commitments are stated in its services agreements. Rackspace services' features and benefits depend on system configuration and may require enabled hardware, software or additional service activation. Actual cost of specific hosted environment and performance characteristics will vary depending on individual customer configurations and use case.

AWS-CCS-ScriptDrop-7443-v02

SEPTEMBER 13, 2017

