

How Epocrates DocAlerts Engage Prescribers in the Moments of Care

The Rundown

Concise, branded clinical content targeted in-app to HCPs by disease state, occupation, specialty, look-up behavior or target list match

65k
opens per day

The Physician Experience

“ DocAlerts keep me abreast of new updates and guidelines ”

Daniel Clearfield,
DO, Family Practice



90%
who view DocAlerts find the information valuable



2 in 3

share DocAlert info with a colleague

77% open them at least once a week

50% use them to stay current on clinical information

30% 30% shared more than 10 DocAlerts in the last year

1 out of 3

say DocAlerts help them make a more informed prescribing decision



The Results

[The brand] needed to make an impact with 6 weeks left in the year. Epocrates moved the needle.

Chris Mycek,
Chief Customer Officer, Cadient Group

3:1 ROI and greater

confirmed by 10 out of 10 recent studies

Contact pharmainfo@athenahealth.com to learn more about DocAlert solutions for your brand.