



rackspace

Customer Case Study – Healthcare

ScriptDrop saves pharmacies, drug makers and patients millions of dollars.

Rackspace found the right prescription for safeguarding the delivery service's healthcare data in the AWS cloud.

Our customer

ScriptDrop provides prescription delivery by seamlessly connecting pharmacies to a network of professional couriers.

The obstacles they faced

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

How we helped

T/Business Transformation; Public Cloud – Fanatical Support® for AWS

What we achieved together

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





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Larry Scott
CTO, ScriptDrop

Supporting healthier patients with a simpler system

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.

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,” said Larry Scott, CTO of ScriptDrop. “Once we got funding, the first thing we did was to reach out to several potential managed cloud providers.”

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 also 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.

Making the most of AWS technologies

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 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.”



“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

Backed by a team of AWS-certified experts at Rackspace, ScriptDrop was able to get both the infrastructure they needed, and the expertise and support to run it all.

“It was really the level of knowledge and service they delivered,” Scott said. “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.”

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.

With Rackspace, 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.”

About Rackspace

At Rackspace, we accelerate the value of the cloud during every phase of digital transformation. By managing apps, data, security and multiple clouds, we are the best choice to help customers get to the cloud, innovate with new technologies and maximize their IT investments. As a recognized Gartner Magic Quadrant leader, we are uniquely positioned to close the gap between the complex reality of today and the promise of tomorrow. Passionate about customer success, we provide unbiased expertise, based on proven results, across all the leading technologies. And across every interaction worldwide, we deliver Fanatical Experience™. Rackspace has been honored by Fortune, Forbes, Glassdoor and others as one of the best places to work.

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

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