



SUCCESS STORY MEDICAL DEVICES

# LOWERSCRIPT USES DIGITAL TO PUT AFFORDABLE RX IN CONSUMER'S HANDS

Apexon delivered an end-to-end solution in about five weeks



LowerScript is a prescription discount app built specifically to help Washington State residents both find the cheapest prescriptions in their area and save hundreds of dollars on the vital medications they need.

LowerScript's business model was based on an engaging and existing mobile experience that extended its market reach and optimized convenience for consumer users. The mobile application had to not only enable users to search for specific types of medication, check and compare prices from different pharmacies and map locations, but also take advantage of discount coupons at the point of purchase.



**Rx discounts for Washington State residents**



**Savings of up to 80%**



**An intuitive mobile experience**



LowerScript engaged with Apexon in 2020, looking to leverage its expertise across the software development lifecycle, from strategy and development through implementation and launch. And Apexon delivered on its commitment, by helping LowerScript get a full-featured mobile app to market in just five weeks.

## THE RESULTS

# KEY OUTCOMES



### FASTER TIME-TO-MARKET

5 weeks from start to finish



### END-TO-END SOLUTION

Apexon provided a turnkey solution including strategy, UI/UX design, implementation and deployment to mobile stores and pharmacy partners

## OUR METHODOLOGY

# THE DIGITAL LIFECYCLE

Apexon works with companies across the digital lifecycle.



### GO DIGITAL

#### LAUNCH & EXPERIMENT



### BE DIGITAL

#### AUTOMATE & ACCELERATE



### EVOLVE DIGITAL

#### BE INTELLIGENT & AUTONOMOUS

Enable digital adoption in a quick, and agile manner



Build digital infrastructure and foundation for enterprises to scale



Leverage data engineering to make strategic decisions and get digital right every time

Apexon enabled LowerScript to get to market in just five weeks - from strategy and development through implementation and launch.

An AWS server less architecture provided LowerScript with the flexibility and scalability to support the rapid growth of its business.

Advanced analytics optimized the user experience and the value to LowerScripts' pharmacy partners.

## THE CHALLENGE

# TO NAVIGATE REGULATORY CHALLENGES

The consumer prescription business in Washington State is highly regulated. As a result, any new Rx-related business effort in the state is subject to a variety of localized laws and regulations.

If LowerScript was to succeed in the digital coupon space, it could not afford to risk losing time-to-market on the operational side of the business. While the company navigated the regulatory challenges, it needed a partner that had the strategic ability to help define its mobile offering and the technical expertise to develop both the front end UI, the analytics, and the backend connections essential to the offering itself. The solution also required a flexible and scalable infrastructure that could grow with the business.

## THE SOLUTION

# DEFINING, DEVELOPING AND DEPLOYING

Apexon was briefed on the problem by LowerScript in July 2020, and tasked with defining, developing and deploying the technology solution for the above pain point — with a caveat that this had to be achieved in a short time frame and at a reasonable cost.

That solution included developing the strategy behind the mobile offering as well as planning, designing, developing and implementing the end-to-end solution. With time being of the essence, there were multiple components involved. These components focused on architecture, technology stack, development, testing, hosting and launch.

## SPECIFIC DELIVERABLES INCLUDED:



**Cloud native applications and development enabled Apexon to move very quickly on the development of the solution. And the AWS serverless architecture also provided important cost and time efficiencies for LowerScript.**

The full-featured app provided users with everything they needed to get their prescriptions for the lowest cost possible. LowerScript's website offers its customers the opportunity to save up to 80% at a local pharmacy instantly, so it was crucial that the functionality of the app mirrored the value proposition that the company was offering.

## KEY USER FUNCTIONALITY INCLUDED:



### User Search

For availability of specific medications in a local area with details on price, indications, dosage, side effects and more



### Pharmacy Options

For users to choose from based on location, hours, prescription price and availability



### Discounts

Access to available coupon cards for different products and stores



### Push Notifications

For administrators to push reminders and special deals



### User Management

Allowing users to sign-up and authenticate on sign-in; enable Administrators to select users and add business rules for automated notifications



### Advanced Analytics

To feed personalized offers



### Saved Prescriptions

The ability for users to save their prescriptions within the application and set up reminders for recurring purchases



### Location Services

To define convenient pharmacy options and provide navigation to selected stores

**AND IT WAS ALL DELIVERED FROM START TO FINISH IN JUST FIVE WEEKS**



## SERVICES USED:



API GW



Lambda



S3 (Static Website Bucket)



CloudFront



ACM



RDS



VPC



WAF



IAM



KMS



Cloudwatch



CloudTrail



SES



SNS



Apexon is a pure-play digital engineering services firm focused on helping companies accelerate their digital initiatives from strategy and planning through execution. We leverage deep technical expertise, Agile methodologies and data-driven intelligence to modernize systems of engagement and simplify human/tech interaction.

We deliver custom solutions that meet customers' technology needs wherever they are in their digital lifecycle. Backed by Goldman Sachs and Everstone Capital, Apexon works with both large enterprises and emerging innovators — putting digital to work to enable new products and business models, engage with customers in new ways, and create sustainable competitive differentiation.



[info@apexon.com](mailto:info@apexon.com)



[www.apexon.com](http://www.apexon.com)

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