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TRANSFORMATIONAL GROWTH LEADERSHIP

A CEO Perspective

Transforming Healthcare Marketing Through AI, EHR Intelligence, and Platform Innovation

Harshit Jain

*Founder & Global CEO,
Doceree*

in conversation with

Unmesh Lal

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As healthcare and life sciences organizations continue accelerating digital transformation, pharmaceutical commercialization and physician engagement are entering a new era shaped by AI, real-world data, and intelligent workflow integration. Traditional healthcare marketing models built around fragmented channels and siloed engagement strategies are increasingly being challenged by the need for measurable, contextual, and outcome-driven communication.

At the same time, the rapid growth of electronic health records (EHRs), AI-powered automation, omnichannel engagement, and real-world evidence is creating new opportunities to improve physician interactions, patient affordability, market access, and clinical trial recruitment.

In this Transformational Growth Leadership discussion, [Harshit Jain](#) shares how [Doceree](#) is building what he describes as an “operating system for healthcare marketing.” Drawing on his unique background spanning medicine, health technology, and global healthcare advertising leadership, he discusses how AI, EHR intelligence, physician workflows, and platformization are reshaping the future of pharmaceutical engagement and healthcare commercialization.

“ Healthcare is the only trillion-dollar industry that still does not have a true marketing operating system.”

— Harshit Jain, Founder & Global CEO, Doceree

From Medicine to Building a Healthcare Marketing Platform

Unmesh Lal: *Can you walk us through your journey and the vision behind building Doceree?*

Harshit Jain: I started my career as a physician and practiced internal medicine before moving into entrepreneurship. Over the years, I built and exited two healthcare-focused startups before transitioning into global healthcare advertising leadership roles across organizations like McCann.

During that period, I worked extensively with large pharmaceutical companies and observed a major gap in how healthcare marketing operated digitally. Unlike industries such as travel, e-commerce, or mainstream advertising, healthcare lacked a centralized operating system that could connect fragmented engagement channels into one intelligent ecosystem.

Healthcare marketing remained heavily siloed. Agencies, publishers, point-of-care platforms, endemic and non-endemic channels all operated independently. Omnichannel engagement was discussed widely, but true integration remained difficult because there was no common platform binding these ecosystems together.

Frost & Sullivan's **Transformational Growth Leadership Program** aims to honor visionary business leaders who possess the foresight and leadership acumen to drive positive change within their organizations. The leaders we celebrate hail from diverse sectors and company sizes, yet they all share an unwavering commitment to innovation and excellence.

That became the foundational vision behind Doceree: building an operating system for healthcare marketing that could connect these fragmented ecosystems through intelligent platforms and workflow-driven engagement models, one that spans the full journey from physician awareness through prescription to patient fill, rather than stopping at any single point along the way.



Embedding Intelligence Directly into Clinical Workflows

Unmesh Lal: *Doceree's EHR integration strategy is particularly differentiated. How does the platform work within physician workflows?*

Harshit Jain: We started by focusing on one of the least organized yet most critical parts of pharmaceutical marketing: point-of-care physician engagement within electronic health record systems.

To address this, we built a patented platform called Spark, which integrates directly into EHR environments and allows pharmaceutical brands to engage physicians contextually within their workflow. The platform can deliver highly targeted messaging at the exact moment a physician is diagnosing a condition or writing a prescription.

Today, the platform is deeply integrated into more than 185 EHR systems. These integrations span legacy environments as well as newer cloud-based platforms and workflow applications such as e-prescribing and telehealth systems.

Importantly, our model is designed around physician engagement rather than patient-identifiable data. We do not access or store patient-identifiable information. Instead, we focus on contextual clinical signals, disease states, and workflow intelligence needed to support compliant physician engagement.

Improving Patient Affordability Through Workflow Intelligence

Unmesh Lal: *One of the major healthcare challenges globally is patient affordability. How is Doceree approaching this issue?*

Harshit Jain: One of the biggest realizations we had was that many pharmaceutical affordability programs already existed, but utilization remained extremely low. Most affordability communication was directed toward consumers through coupons or online searches, which only reached a very specific segment of patients actively looking for those benefits.

At the same time, physicians often had no visibility into what a patient would actually pay for a prescribed therapy because costs varied significantly depending on insurance coverage and reimbursement structures.

We believed the physician workflow itself could become the right intervention point. Through our affordability platform, [co-pay.com](#), physicians can now see indicative patient out-of-pocket costs and available affordability programs directly within the EHR workflow.

This creates a much more actionable and accessible affordability ecosystem because the information becomes available at the exact moment treatment decisions are being made.



Using Real-time EHR Intelligence for Clinical Trial Recruitment

Unmesh Lal: *Clinical trial recruitment remains one of the pharmaceutical industry's biggest bottlenecks. How is Doceree addressing this area?*

Harshit Jain: Traditional clinical trial recruitment relies heavily on retrospective datasets and physician memory. Clinicians are expected to remember complex trial eligibility criteria and identify potential patients manually, which creates significant inefficiencies.

We saw an opportunity to use real-time EHR intelligence differently. Since clinical data already exists within the physician workflow, we can identify potential trial eligibility dynamically during patient interactions.

For example, the system can alert physicians that a patient currently sitting in front of them may qualify for a specific clinical trial. We believe this can dramatically improve recruitment efficiency and accelerate patient identification for clinical research programs.

From an engagement perspective, we typically work with pharmaceutical companies and CRO ecosystems as part of the broader clinical recruitment process.

Preparing Healthcare Publishers for the AI Era

Unmesh Lal: *You also expanded into the medical publisher ecosystem. What opportunity did you identify there?*

Harshit Jain: The healthcare publishing ecosystem faced a challenge similar to healthcare marketing: fragmentation. Medical publishers, journals, and professional education platforms all operated independently without a centralized monetization or intelligence platform connecting them.

To address this, we built AdManager, the first ad monetization platform developed specifically for health and medical publishers. Today, the platform connects more than 2,000 medical publishers globally through first-party physician engagement data.

More recently, we launched the AI Publisher Suite because we believe AI is fundamentally reshaping how publishers survive and monetize their content ecosystems. One major challenge is that large language models are already scraping and utilizing publisher content without always creating clear monetization pathways for the original content owners.

Our platform helps publishers' structure, protect, and license their content more transparently within AI ecosystems while also enabling contextual AI-driven advertising capabilities within conversational environments.



Why AI Will Reshape the Entire Healthcare Marketing Ecosystem

Unmesh Lal: *Looking ahead, where do you see AI creating the biggest transformation opportunities?*

Harshit Jain: One of the biggest transformations will happen in advertising itself. As AI increasingly changes how users discover information, traditional web traffic and advertising models may fundamentally evolve. We believe content itself could become the new form of advertising.

At the same time, AI will drive major efficiency improvements across highly repetitive workflows throughout healthcare and pharmaceutical operations. That includes physician engagement, sales enablement, healthcare delivery, and workflow automation.

One example is our RepTwin platform — an AI-powered virtual brand representative that engages healthcare professionals 24x7 across websites, medical journals, EHRs, and internal training programs through video, voice, and chat interactions in 40+ languages. It's fully trained on brand, clinical trials, products, and competitive landscape, and operates as MLR-ready — enabling Medical, Legal, and Regulatory teams to test, validate, and approve responses before deployment.

We believe AI agents will become increasingly important because they can improve scalability, consistency, and operational efficiency while remaining highly compliant within regulated healthcare environments.

Moving Omnichannel Engagement from Clicks to Clinical Intent

Unmesh Lal: *Omnichannel engagement has been discussed for years in pharma. What do you believe changes next?*

Harshit Jain: Historically, omnichannel engagement in healthcare was largely built around vanity metrics like clicks, downloads, or impressions. The physician journey was often predefined and static rather than adaptive or clinically contextual.

We believe the next phase of omnichannel transformation will revolve around clinical intent. Instead of reacting to clicks or engagement metrics, systems will increasingly assess physician intent based on real-world evidence, workflow signals, and treatment context. This is precisely the gap we built Clinical Intent Signals (CIS) to close. Launched earlier this year at the SOLLI Summit, CIS serves as the unifying intelligence layer of our platform, delivered through a single pixel, it captures and connects clinical, behavioural, and engagement signals across the HCP and patient journey, eliminating the fragmentation that has long constrained measurement and personalization in pharma marketing.

That fundamentally changes how engagement journeys are designed. The future omnichannel ecosystem will become far more intelligent, contextual, and outcome-oriented because communication will align more closely with what physicians are actually trying to accomplish clinically.

Building an AI-ready Organization for the Future

Unmesh Lal: *What achievements are you most proud of over the last year?*

Harshit Jain: One of the achievements I am most proud of is how rapidly our teams adapted to the AI era. We moved away from traditional multi-week development sprints toward much shorter five-day sprint cycles powered by AI-driven productivity improvements.

The second is the growing industry recognition for the work our teams are creating globally. We continue to see strong recognition for innovation, creativity, and physician impact across multiple markets and industry platforms.

Third, I believe platforms like RepTwin and the Content Marketplace represent very strong first-mover opportunities for us. We entered these areas at the right time, and I believe they will become increasingly important as AI reshapes the healthcare marketing ecosystem.

We're also preparing for the public launch of Daily Command in July — the AI command center that orchestrates our operating system across campaign planning, point-of-care engagement, adherence, and fill in one workspace for brand, media, and medical teams.





Harshit Jain | Founder and Global CEO of Doceree

Harshit Jain is the **Founder and Global CEO of Doceree**, the first AI-powered operating system for healthcare marketing. A Northwestern-trained physician who practiced internal medicine before transitioning into healthcare technology and global healthcare marketing leadership, he previously held leadership positions at organizations including McCann Health, where he led innovation and marketing initiatives across multiple global regions. Harshit founded Doceree with the vision of building an operating system for healthcare marketing — one that spans the full prescription journey from physician awareness to patient fill — by integrating AI, EHR intelligence, and clinical intent.



Unmesh Lal | Vice President, Frost & Sullivan

Unmesh Lal brings over 20 years of experience in healthcare strategy and consulting, with a strong focus on global life sciences, pharmaceutical services, and precision health. He specializes in identifying transformative technologies, innovative business models, and growth opportunities across the pharmaceutical contract services and contract manufacturing ecosystem. He works closely with biopharma sponsors and CDMOs to evaluate emerging modalities, optimize outsourcing strategies, and drive competitive positioning. A recognized thought leader in contract development and manufacturing, Unmesh has authored influential industry insights and market analyses. He has presented at leading global forums including J.P. Morgan Healthcare Conference, CPhI, World Bioprocessing Summit, Biotech Outsourcing Strategies CMC, and BIO-Asia. Unmesh holds a master's degree in biomedical engineering from the University of Michigan–Ann Arbor.

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Annexure: Enabling the Future of AI-Driven Healthcare Commercialization

As healthcare organizations accelerate digital transformation initiatives, pharmaceutical commercialization is evolving toward more contextual, intelligent, and workflow-driven engagement ecosystems powered by AI, real-world evidence, and automation.

At the same time, the growing importance of EHR integration, omnichannel engagement, patient affordability, clinical trial acceleration, and AI-powered content ecosystems is reshaping how pharmaceutical companies engage physicians, publishers, and healthcare stakeholders.

To support organizations navigating this transformation, Frost & Sullivan provides forward-looking intelligence across healthcare AI, digital commercialization, omnichannel engagement, and intelligent healthcare ecosystems, including:

- ▶ [Future of the Bio-pharma Industry, 2040](#)
- ▶ [Growth Opportunities in Conversational AI in Healthcare, Global, 2025–2030](#)
- ▶ [Frost Radar™: Life Sciences Real-World Evidence Solutions, 2025](#)
- ▶ [Frost Radar™: Artificial Intelligence-Enabled Clinical Trials, 2026](#)
- ▶ [Growth Opportunities in Global Pharmaceutical Industry, 2026](#)

Together, these analyses reinforce the central themes explored in this Transformational Growth Leadership discussion: workflow intelligence, AI-driven commercialization, physician-centric engagement, omnichannel transformation, and the future evolution of healthcare marketing platforms.

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