



US011676197B2

(12) **United States Patent**
Green et al.

(10) **Patent No.: US 11,676,197 B2**
(45) **Date of Patent: Jun. 13, 2023**

(54) **AUTOMATED ELECTRONIC MEDICATION DOCUMENTATION AND SPONSORED CONTENT DELIVERY SYSTEM**

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 190 days.

(21) Appl. No.: **16/866,547**

(22) Filed: **May 5, 2020**

(65) **Prior Publication Data**
US 2021/0350444 A1 Nov. 11, 2021

(51) **Int. Cl.**
H04L 67/306 (2022.01)
G06Q 30/0601 (2023.01)
G16H 70/40 (2018.01)
G06Q 30/0251 (2023.01)
H04L 9/40 (2022.01)
G06F 3/12 (2006.01)
H04W 4/14 (2009.01)

(Continued)

(52) **U.S. Cl.**
CPC **G06Q 30/0635** (2013.01); **G06F 3/1296** (2013.01); **G06F 16/953** (2019.01); **G06Q 30/0253** (2013.01); **G16H 70/40** (2018.01); **H04L 63/102** (2013.01); **H04L 67/02** (2013.01); **H04L 67/306** (2013.01); **H04W 4/14** (2013.01)

(58) **Field of Classification Search**
CPC H04L 67/02; H04L 67/306; H04L 63/102; G06Q 30/0635; G06Q 30/0253; G06Q 10/10; G16H 70/40; G06F 3/1296; G06F 16/953; H04W 4/14
See application file for complete search history.

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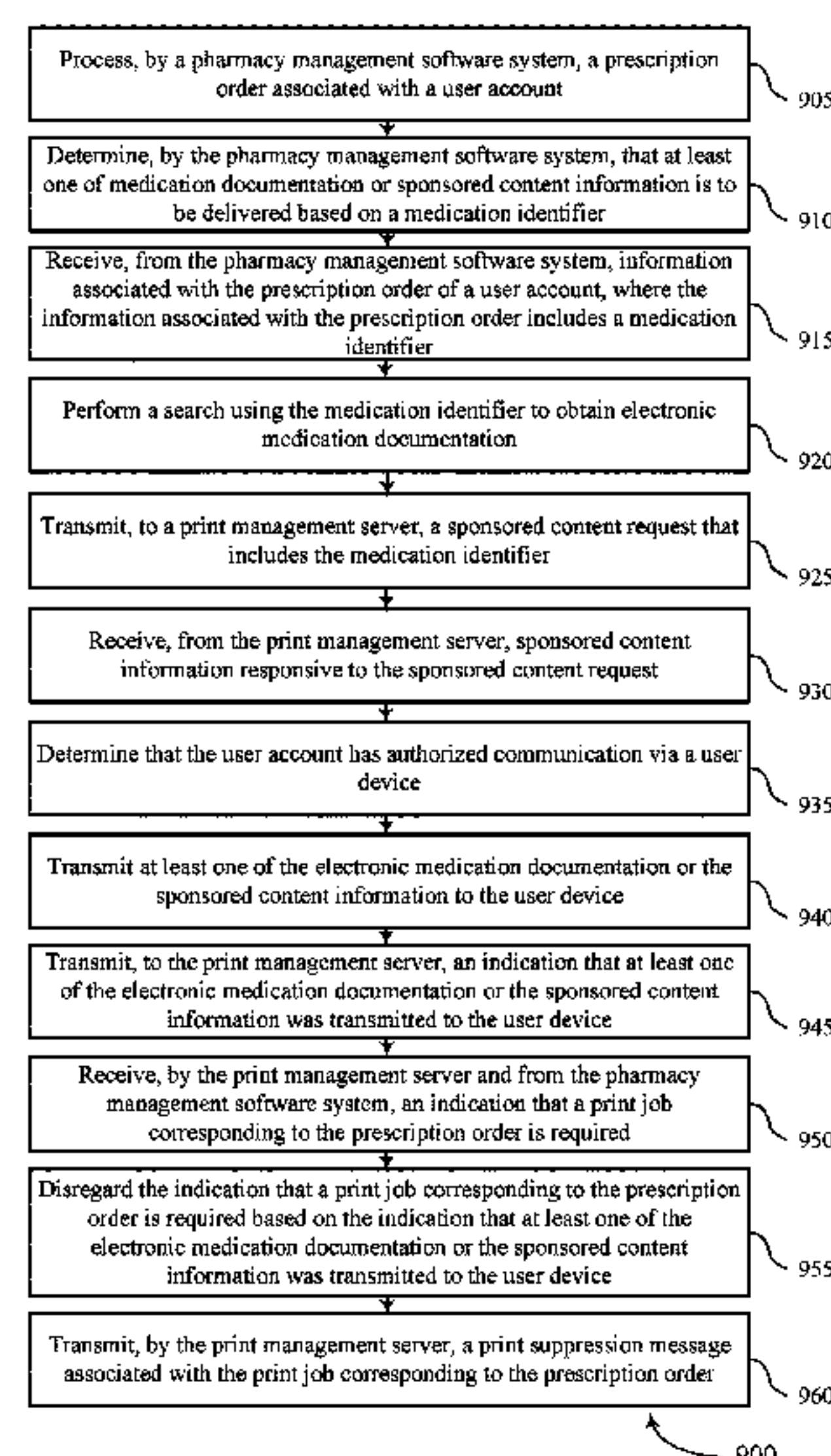
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(57) **ABSTRACT**

Techniques are described for electronic content delivery. One method includes receiving information associated with the prescription order of a user account. In some cases, the information associated with the prescription order includes a medication identifier. The method may include performing a search using the medication identifier to obtain electronic medication documentation. The method may also include transmitting a sponsored content request that includes the medication identifier and receiving sponsored content information responsive to the sponsored content request. The method may further include determining that the user account has authorized communication via a user device and transmitting the electronic medication documentation and/or sponsored content information to the user device. In some examples, the method may include transmitting an indication that the electronic medication documentation and/or sponsored content information was transmitted to the user device.

19 Claims, 12 Drawing Sheets



(51) **Int. Cl.**
H04L 67/02 (2022.01)
G06F 16/953 (2019.01)

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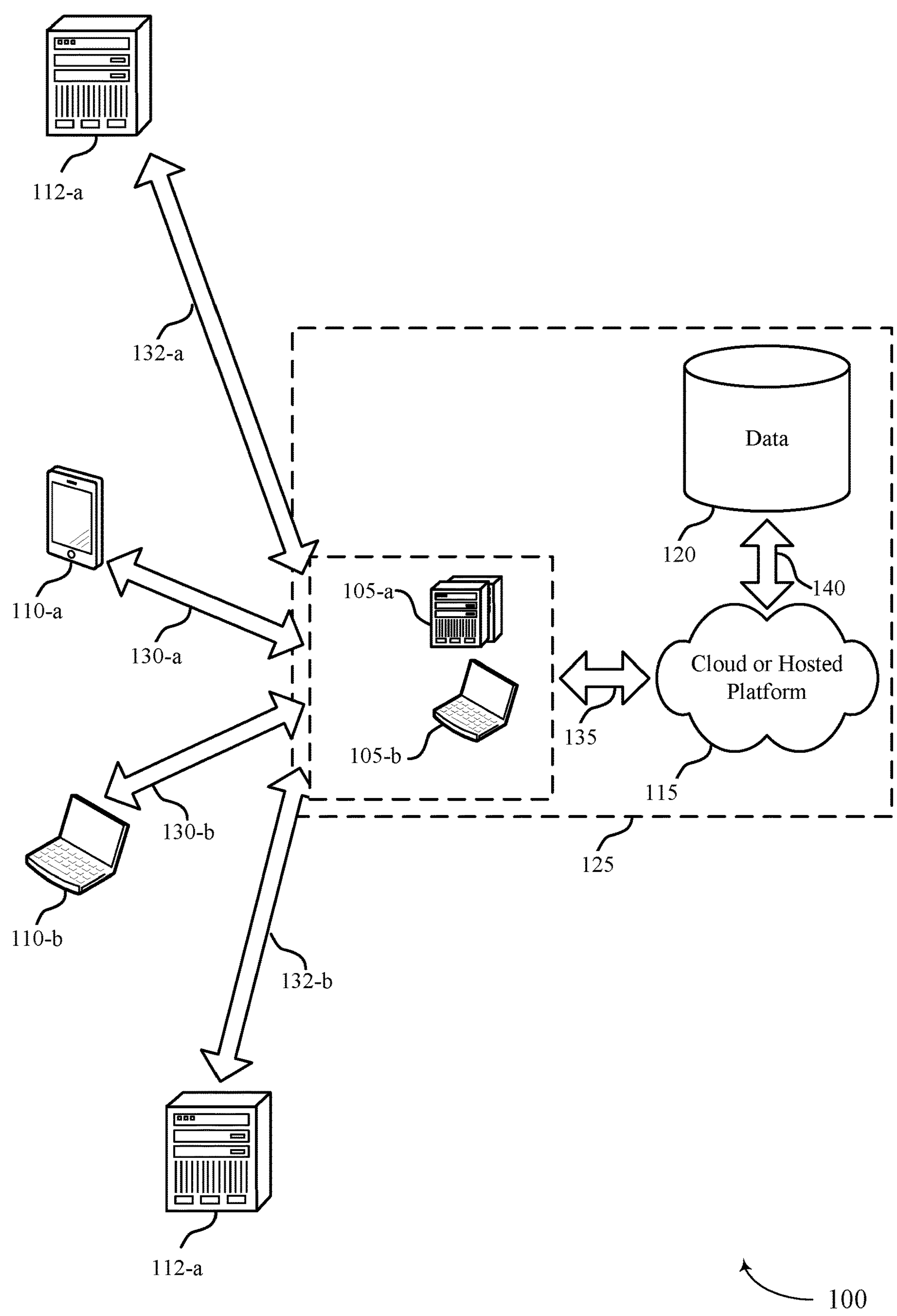


FIG. 1

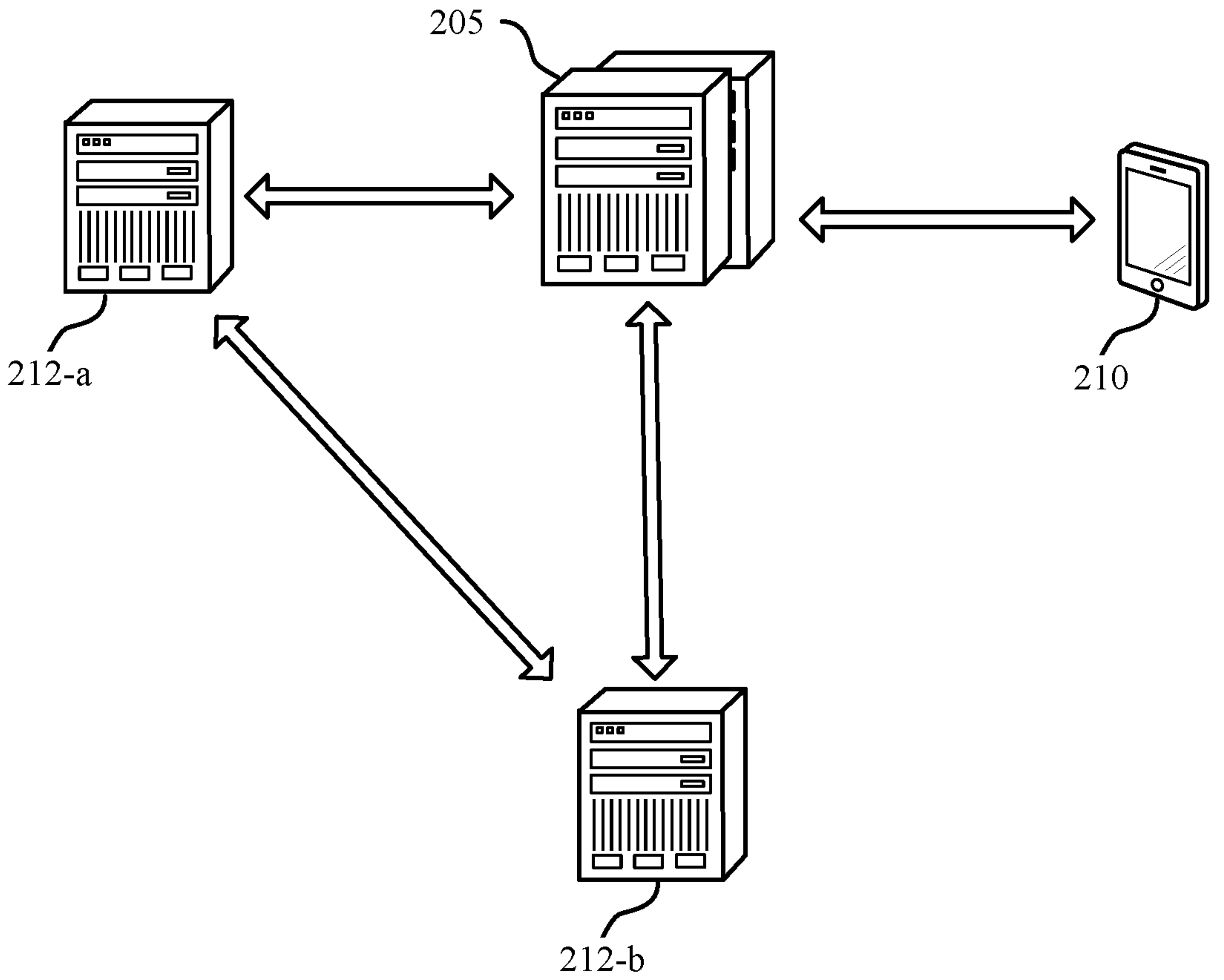


FIG. 2

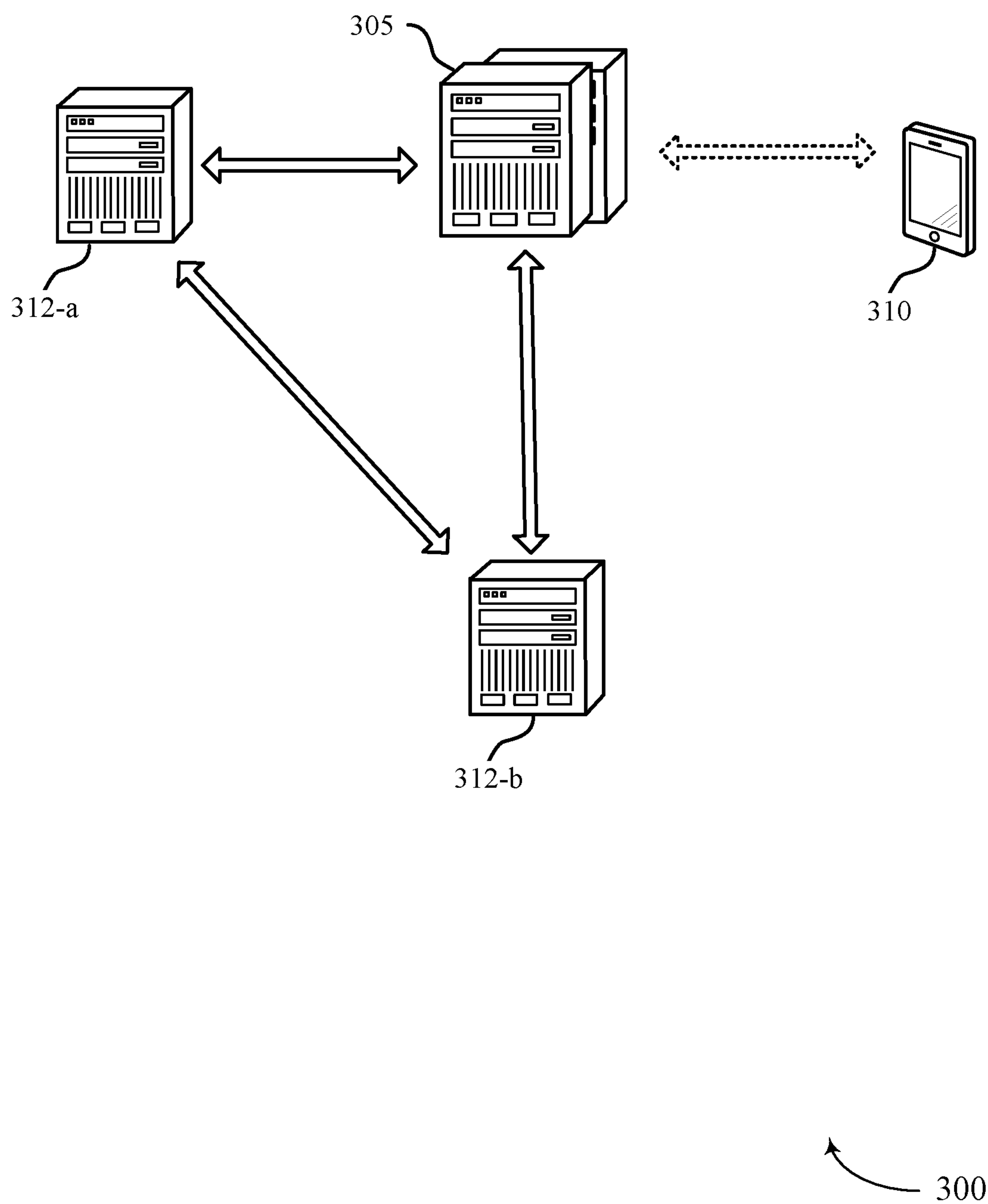


FIG. 3

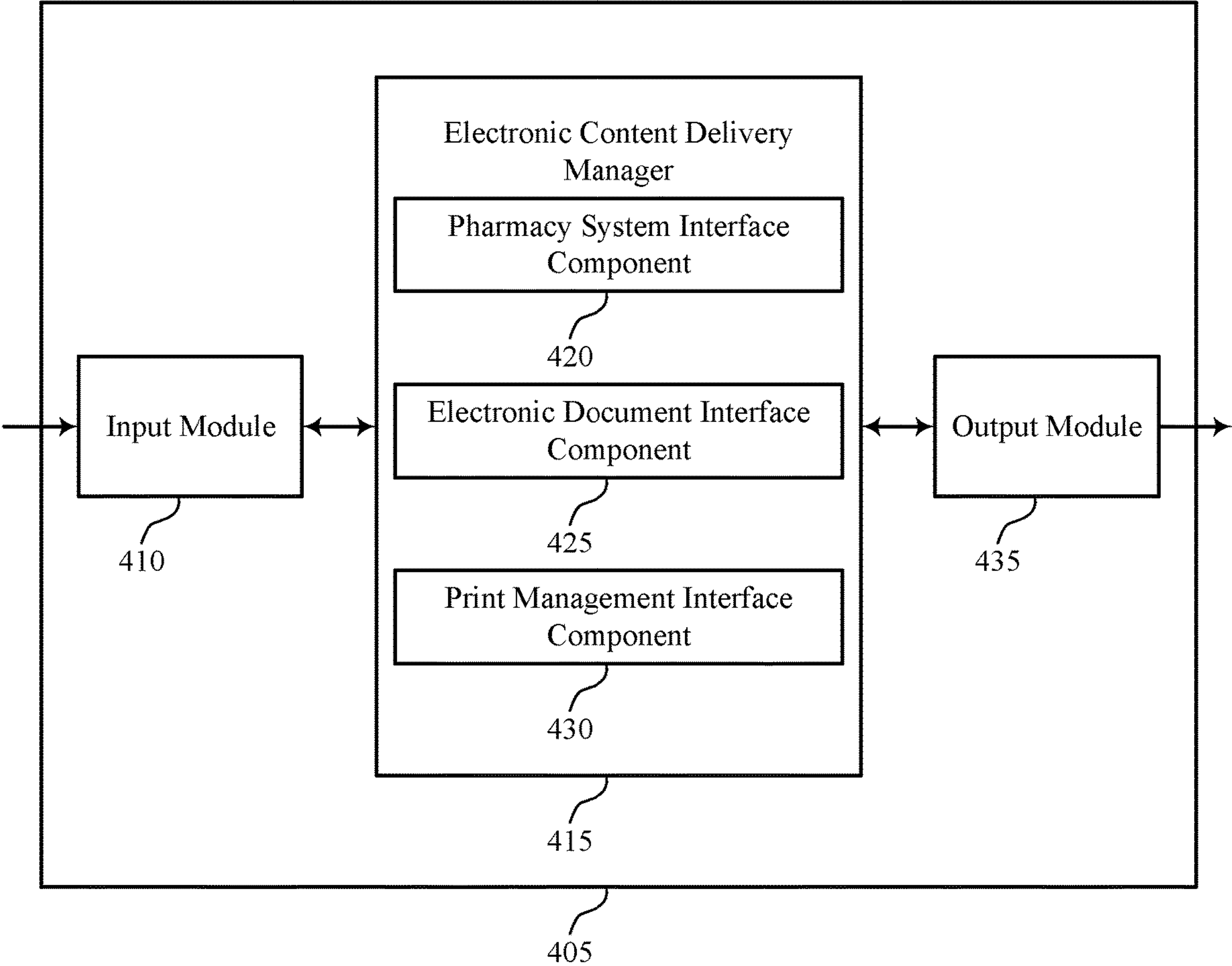


FIG. 4

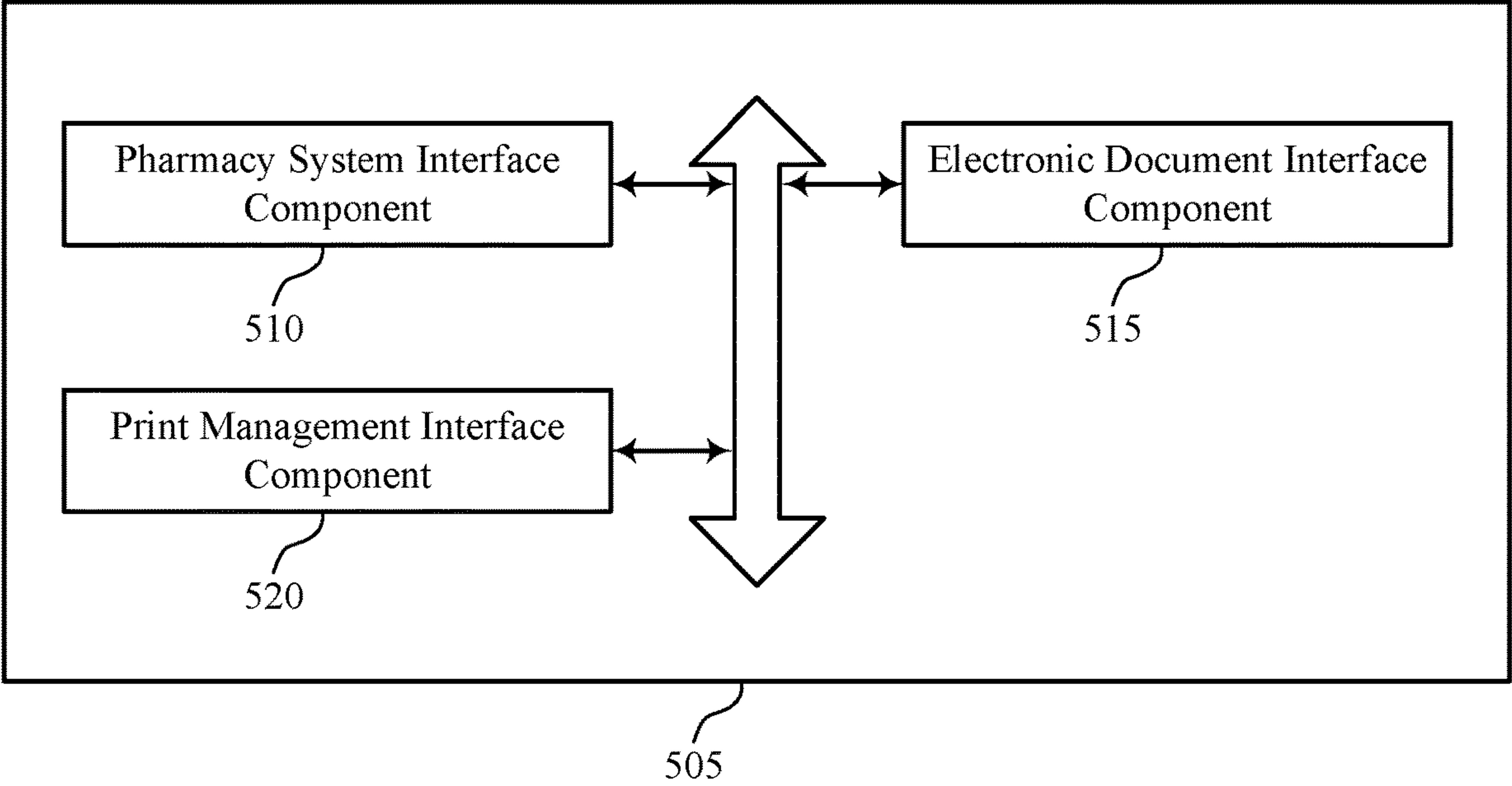


FIG. 5

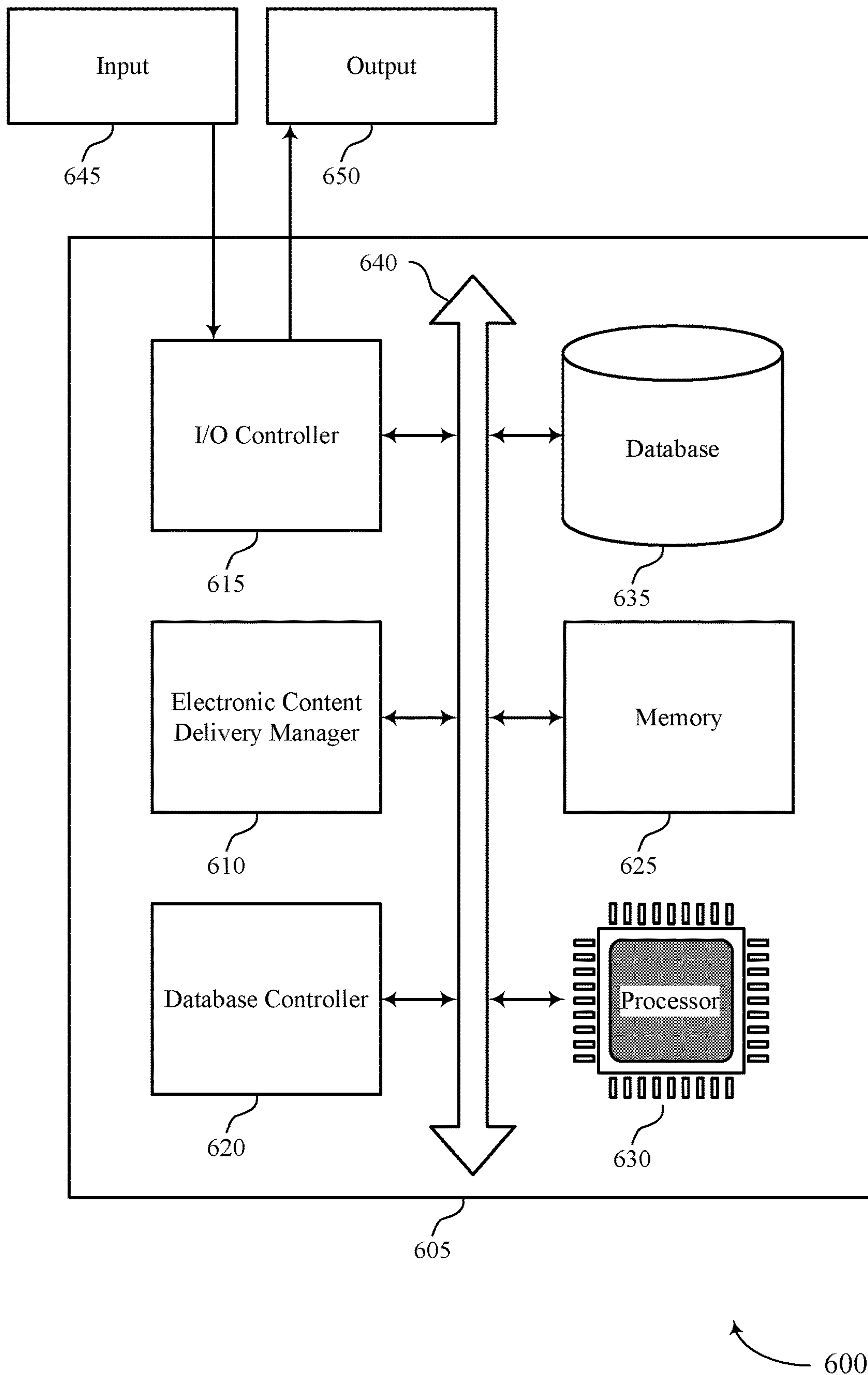


FIG. 6

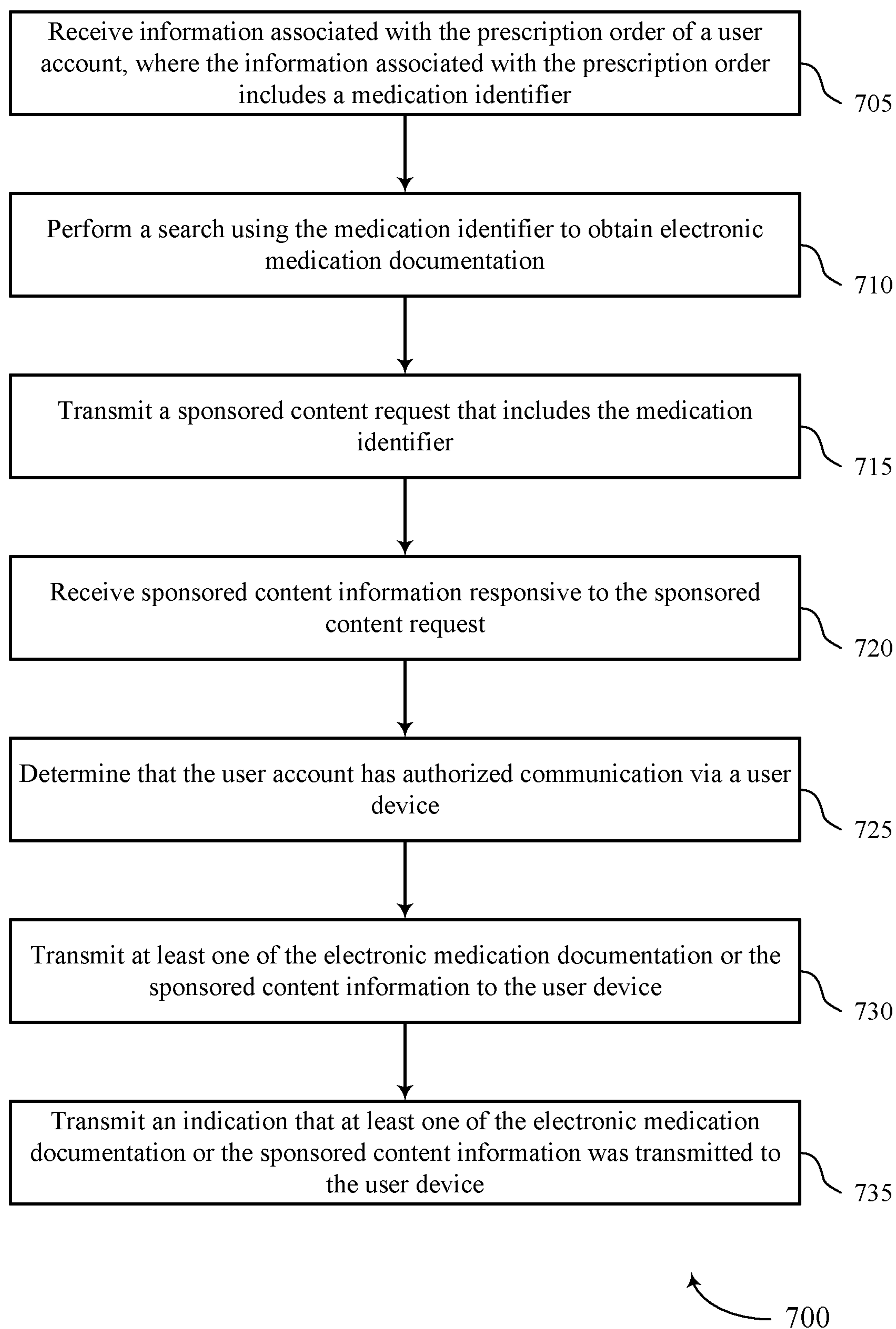


FIG. 7

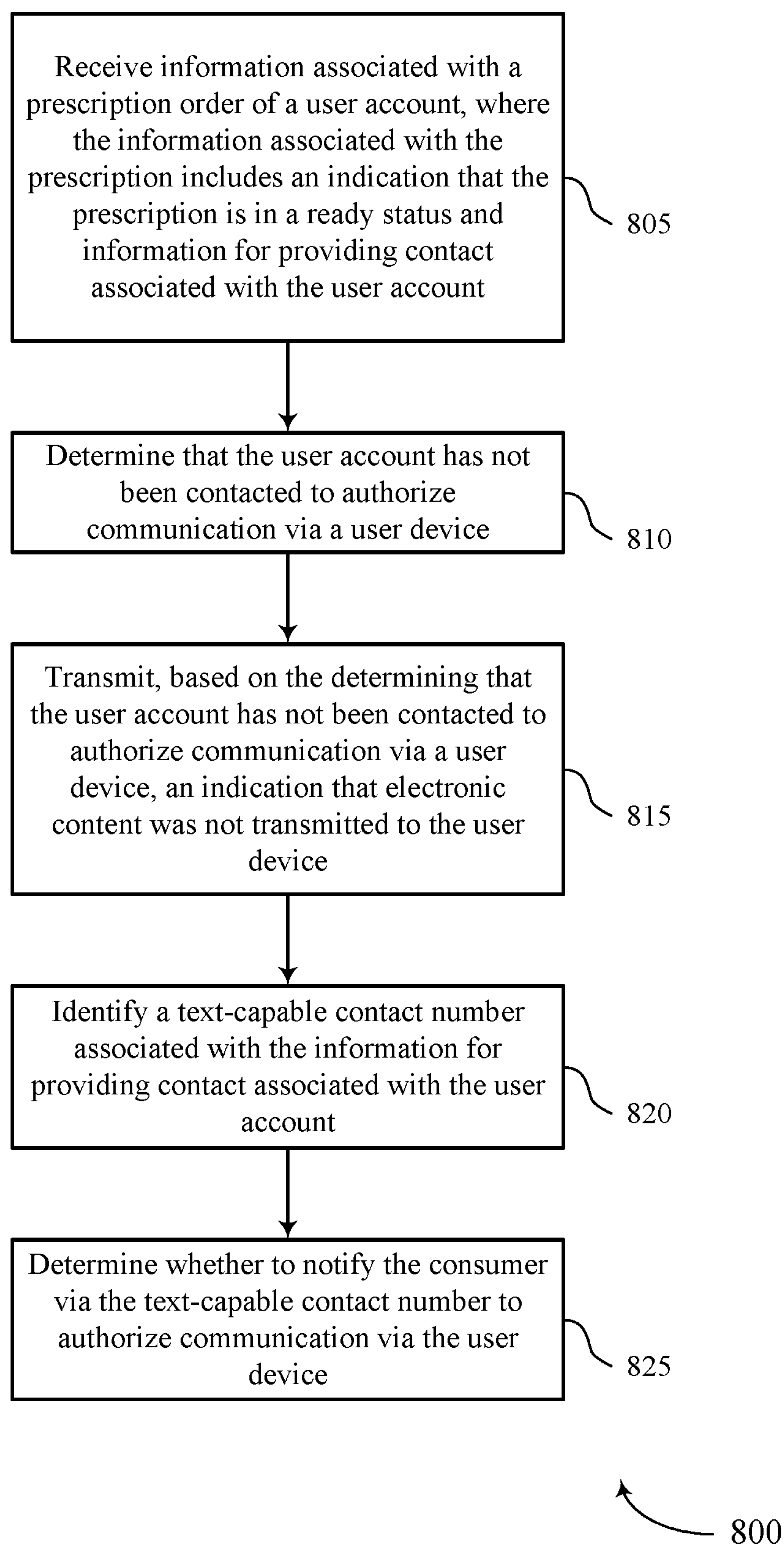


FIG. 8

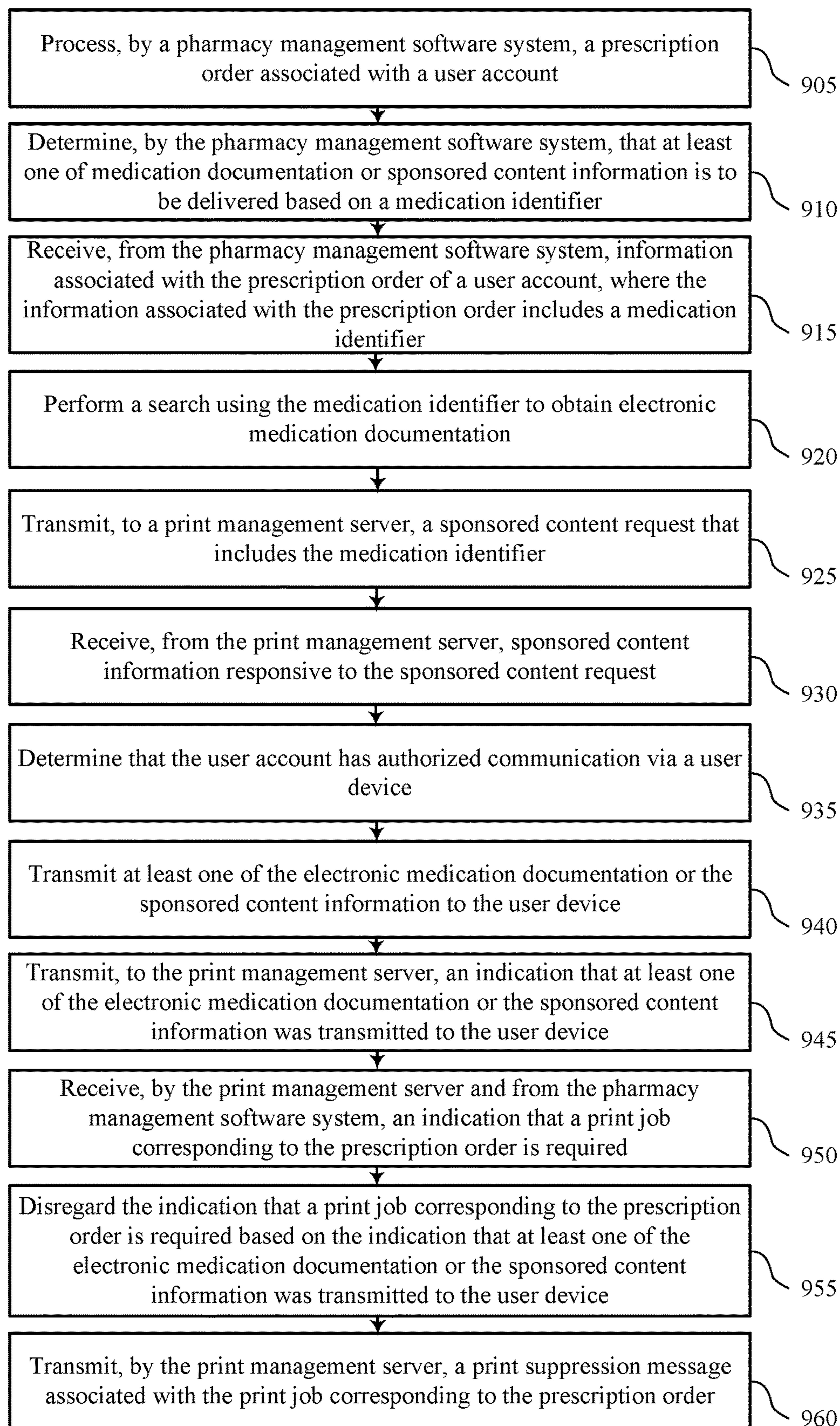


FIG. 9

900

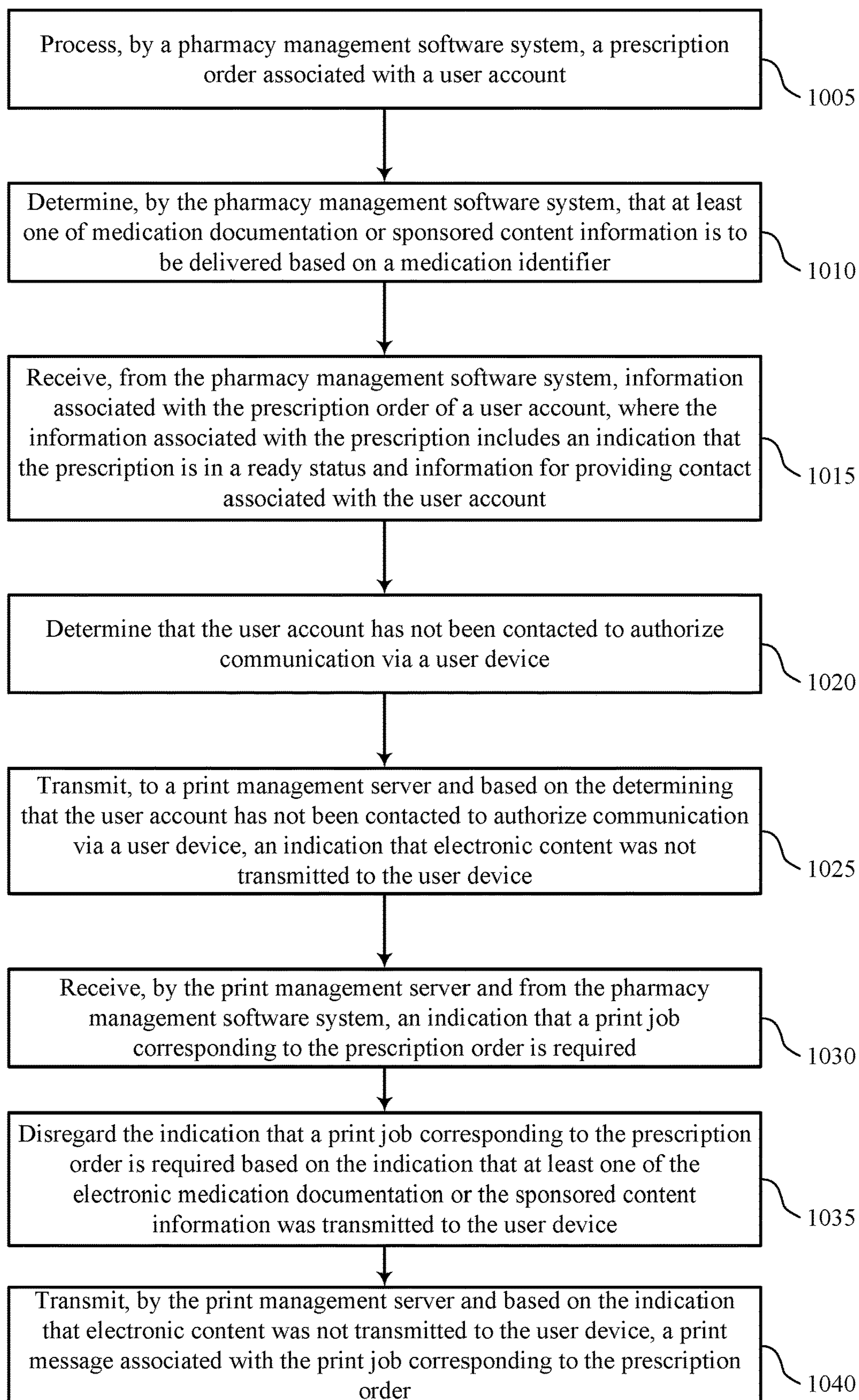


FIG. 10

1000

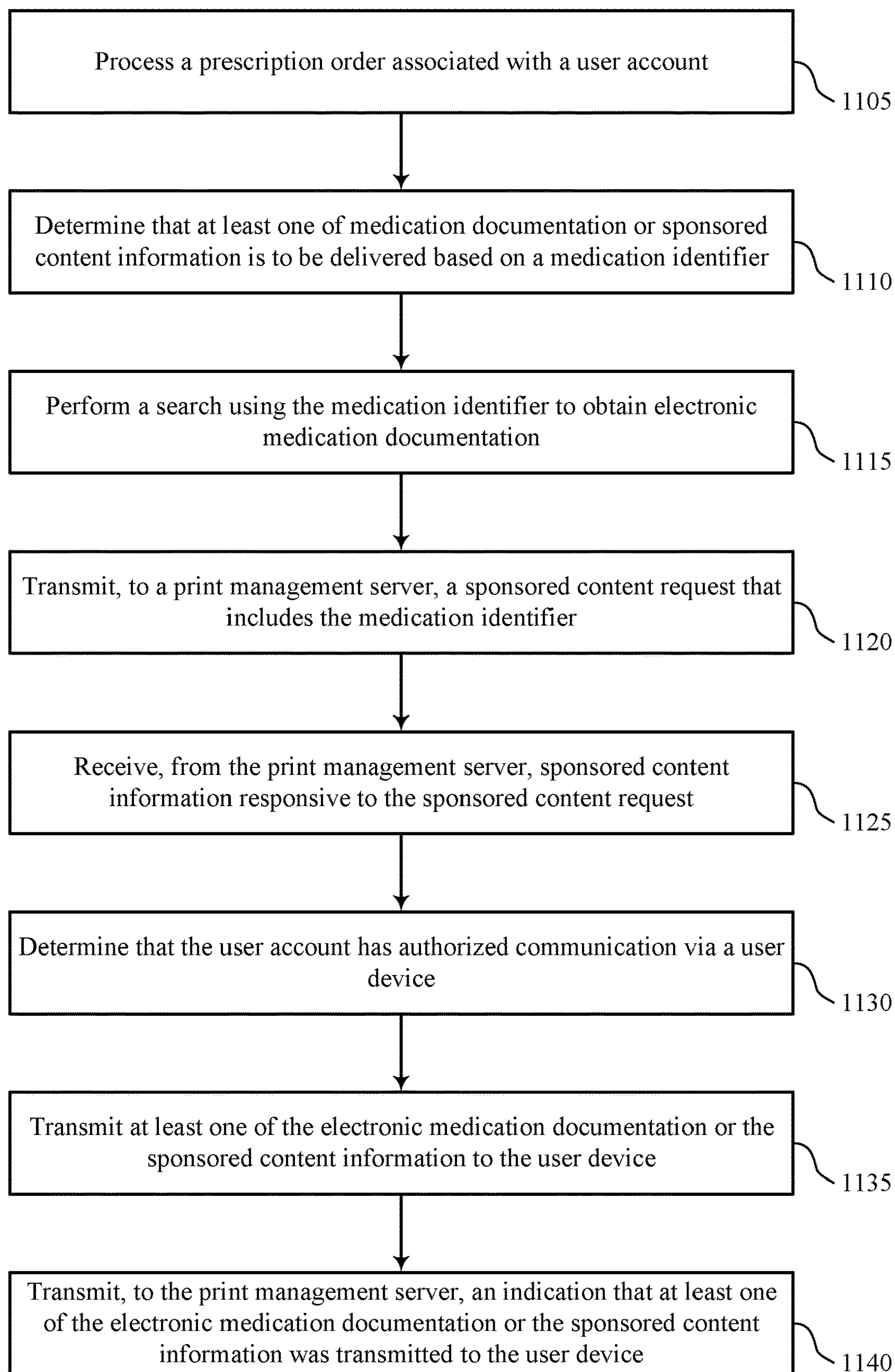


FIG. 11

1100

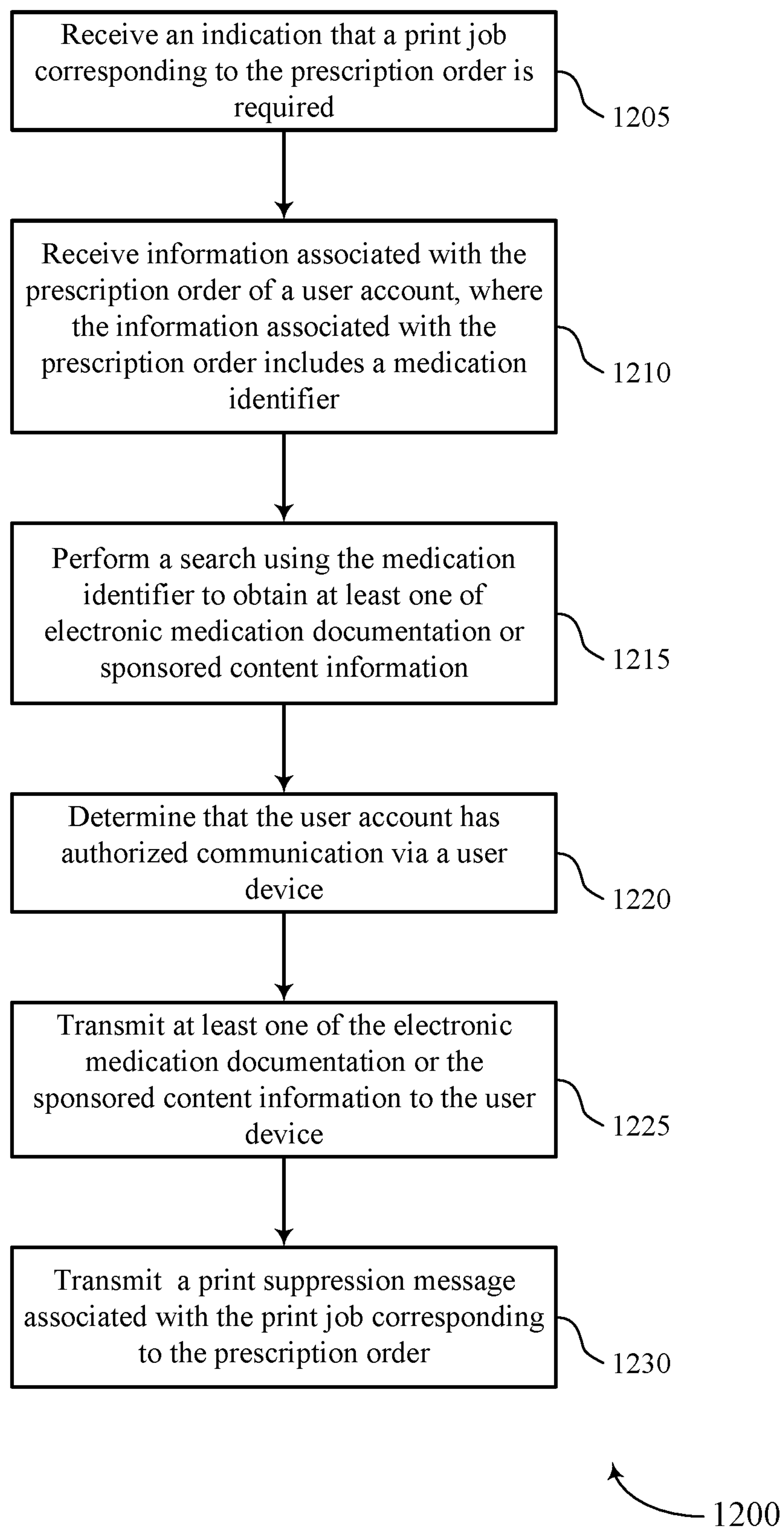


FIG. 12

1

AUTOMATED ELECTRONIC MEDICATION DOCUMENTATION AND SPONSORED CONTENT DELIVERY SYSTEM

FIELD OF TECHNOLOGY

The present disclosure relates generally to electronic document distribution systems, and more specifically to automated electronic medication documentation and sponsored content delivery system.

DESCRIPTION OF RELATED ART

Companies may interact with customers via calls to the customers' home and mobile phones. Some companies have extensive interaction with their customers such that contacts with the customers can be beneficial to the services provided by these companies and to the customers. For example, a customer may engage a pharmacy to supply medicaments. As a result, the pharmacy may require post-sale contacts and/or processes associated with the customer (e.g., regarding a prescription fulfillment and pick-up). To support a company's interactions with its customers, systems have been developed as a centralized, scalable mechanism related to various customer contact contexts, including, for example, sales and marketing contacts, service order contacts, technical support issues, and billing questions. A cloud platform (i.e., a computing platform for cloud computing) or hosted platform (i.e., a privately-managed computing platform utilizing cloud computing) may be employed by various entities to store, manage, and process data using a network of remote servers to support these systems.

SUMMARY

The described features generally relate to one or more improved methods, systems, or devices that provide techniques for providing automated electronic medication documentation and sponsored content delivery. In some examples, medication-related documentation may be accessed by a system to provide the medication-related documentation to a user in electronic form. Additionally or alternatively, sponsored content may be accessed by the system to provide the sponsored content to a user in electronic form. The server may deliver the electronic medication-related documentation and/or the electronic sponsored content to a user device. In some cases, the server may utilize a publicly-available uniform resource locator (URL) to access the medication-related documentation. In some cases, the sponsored content may be a URL accessible by the user.

A method of electronic content delivery is described. The method may include receiving information associated with the prescription order of a user account. In some cases, the information associated with the prescription order may include a medication identifier. The method may also include performing a search using the medication identifier to obtain electronic medication documentation. The method may also include transmitting a sponsored content request that includes the medication identifier. The method may also include receiving sponsored content information responsive to the sponsored content request. The method may include determining that the user account has authorized communication via a user device. The method may also include transmitting at least one of the electronic medication documentation or the sponsored content information to the user device. Additionally, the method may include transmitting

2

an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device.

A method of electronic content delivery is described. The method may include receiving information associated with a prescription order of a user account. In some cases, the information associated with the prescription may include an indication that the prescription is in a ready status and information for providing contact associated with the user account. The method may include determining that the user account has not been contacted to authorize communication via a user device. Additionally, the method may include transmitting, based on the determining that the user account has not been contacted to authorize communication via a user device, an indication that electronic content was not transmitted to the user device.

A method of electronic content delivery is described. The method may include processing a prescription order associated with a user account. The method may also include determining that at least one of medication documentation or sponsored content information is to be delivered based on a medication identifier. The method may also include obtaining information associated with the prescription order of a user account. In some cases, the information associated with the prescription order may include a medication identifier. The method may also include performing a search using the medication identifier to obtain electronic medication documentation. The method may also include transmitting a sponsored content request that includes the medication identifier. The method may also include receiving sponsored content information responsive to the sponsored content request. The method may also include determining that the user account has authorized communication via a user device, transmitting at least one of the electronic medication documentation or the sponsored content information to the user device, transmitting, to the print management server, an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device, receiving, by the print management server and from the pharmacy management software system, an indication that a print job corresponding to the prescription order is required, disregarding the indication that a print job corresponding to the prescription order is required based on the indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device, and transmitting, by the print management server, a print suppression message associated with the print job corresponding to the prescription order.

A method of electronic content delivery is described. The method may include processing a prescription order associated with a user account. The method may also include determining that at least one of medication documentation or sponsored content information is to be delivered based on a medication identifier. The method may also include obtaining information associated with the prescription order of a user account. In some cases, the information associated with the prescription may include an indication that the prescription is in a ready status and information for providing contact associated with the user account. The method may also include determining that the user account has not been contacted to authorize communication via a user device. The method may also include transmitting, based on the determining that the user account has not been contacted to authorize communication via a user device, an indication that electronic content was not transmitted to the user device. The method may also include receiving an indication

3

that a print job corresponding to the prescription order is required. In some cases, the method may include disregarding the indication that a print job corresponding to the prescription order is required based on an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device. In some cases, the method may include transmitting, based on the indication that electronic content was not transmitted to the user device, a print message associated with the print job corresponding to the prescription order.

A method of electronic content delivery is described. The method may include processing a prescription order associated with a user account. The method may also include determining that at least one of medication documentation or sponsored content information is to be delivered based on a medication identifier. The method may also include performing a search using the medication identifier to obtain electronic medication documentation. The method may also include transmitting a sponsored content request that includes the medication identifier. The method may also include receiving sponsored content information responsive to the sponsored content request. The method may also include determining that the user account has authorized communication via a user device. The method may also include transmitting at least one of the electronic medication documentation or the sponsored content information to the user device. Additionally, the method may include transmitting an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device.

A method of electronic content delivery is described. The method may include receiving an indication that a print job corresponding to the prescription order is required. The method may also include receiving information associated with the prescription order of a user account. In some cases, the information associated with the prescription order may include a medication identifier. The method may also include performing a search using the medication identifier to obtain at least one of electronic medication documentation or sponsored content information. The method may also include determining that the user account has authorized communication via a user device. The method may also include transmitting at least one of the electronic medication documentation or the sponsored content information to the user device. Additionally, the method may include and transmitting a print suppression message associated with the print job corresponding to the prescription order.

Apparatus for electronic content delivery is described. An apparatus may include a processor, memory coupled with the processor, and instructions stored in the memory. The instructions may be executable by the processor to cause the apparatus to perform one or more of the operations described in the methods described herein.

Other apparatus for electronic content delivery is described. An apparatus may include means for performing one or more of the operations described in the methods described herein.

Non-transitory computer-readable medium storing code for electronic content delivery is described. Code may include instructions executable by a processor to perform one or more of the operations described in the methods described herein.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 illustrates an example of a system for electronic content delivery that supports automated electronic medica-

4

tion documentation and sponsored content delivery in accordance with aspects of the present disclosure.

FIG. 2 shows a block diagram of an apparatus that supports automated electronic medication documentation and sponsored content delivery in accordance with aspects of the present disclosure.

FIG. 3 shows a block diagram of an electronic content delivery manager that supports automated electronic medication documentation and sponsored content delivery in accordance with aspects of the present disclosure.

FIG. 4 shows a diagram of a system including a device that supports automated electronic medication documentation and sponsored content delivery in accordance with aspects of the present disclosure.

FIGS. 5 through 12 show flowcharts illustrating methods that support automated electronic medication documentation and sponsored content delivery in accordance with aspects of the present disclosure.

DETAILED DESCRIPTION

In accordance with some aspects of the present disclosure, a server may receive information associated with the prescription order of a user account. In some cases, the information associated with the prescription order includes a medication identifier. For example, the medication identifier may be a drug name, a generic code number, a national drug code, or a generic product identifier. The server may perform a search using the medication identifier to obtain electronic medication documentation. The electronic medication documentation may include, but is not limited to, one or more U.S. Food and Drug Administration Medication Guides. For example, the electronic medication documentation may include Vaccine Information Statements (VISs), Risk Evaluation and Management Strategies (REMS) programs, etc. In some cases, the information associated with the prescription order may include an indication that the prescription is in a ready status. For example, a ready status may indicate that the prescription has been processed by a pharmacy and is ready for pick-up by a customer of the pharmacy that is associated with the user account. In some cases, the information associated with the prescription order may include information for providing contact associated with the user account. For example, information for providing contact may include a primary contact number or a patient identifier. In some cases, both the primary contact number and the patient identifier are included in the information for providing contact associated with the user account.

Additionally or alternatively, the server may transmit a sponsored content request that includes the medication identifier. Responsive to this sponsored content request, the server may receive sponsored content information. That is, electronic content information in addition to electronic medication documentation may be requested and acquired by the server. In some examples, the server may acquire the sponsored content information absent a request transmitted to another server. Rather, the server may cross-reference the medication identifier with a database accessible by the server to ascertain sponsored content information. In some cases, the sponsored content information may comprise a URL.

The server may determine whether the user account has authorized communication via a user device. For example, when the server has determined the user account has authorized communication via the user device, the server transmits the electronic medication documentation and/or sponsored content information to the user device. In some cases,

5

the server may determine that the user account has not authorized communication via the user device. For example, the server may determine that the user account does not include a device authorized to receive text messages or electronic transmissions. In some cases, the server may determine not to communicate via the user device based on the server identifying that the electronic medication documentation and/or sponsored content information to be delivered is a first instance for delivery of such eligible content, for example, even if the user device has been authorized to receive text messages or electronic transmissions.

In some examples, the server may transmit an indication that the electronic medication documentation or sponsored content information was transmitted to the user device. For example, the server may transmit the indication to another server (e.g., a server associated with a print management software system or a pharmacy management software system), so that the other server and associated system is aware that electronic information was delivered to a customer of the user device. Such an indication confirming that the electronic content was delivered to the customer of the user device may enable the other server (or other servers) to forego certain steps or operations it would normally perform (e.g., forego printing medication documentation when the customer arrives at the pharmacy to pick-up the prescription).

In some examples, the medication identifier may comprise a national drug code, generic code number, or a generic product identifier. In some cases, the medication identifier may be a name of the medication. For example, portions of the national drug code may indicate information that can be used to ascertain whether sponsored content is available for the prescription order. A first section may identify the drug product itself. A second section may identify a manufacturer of the drug product. A third section pack size into which the manufacturer placed the drug product. Additionally or alternatively, a generic code number or a generic product identifier may be used to indicate information that can be used to ascertain whether sponsored content is available for the prescription order. A generic code number or a generic product identifier may identify a medication type without information about the manufacturer. A generic code number or a generic product identifier may be used to link sponsored content that relates to the medication irrespective of the manufacturer.

Sponsored content may be related to the medication included the prescription order. For example, when taking a prescription statin (e.g., Lipitor) for lowering cholesterol levels, it may be recommended to take an over the counter supplements like CoQ10. Sponsored content may include a coupon for a CoQ10 seller where the sponsored content is linked to a prescription including a statin identifiable by a portion of the medication identifier. In another non-limiting example, if the medication included the prescription order includes inhaled corticosteroids for an asthma condition, sponsored content may include instructions for using a smart metered-dose inhaler (e.g., a URL to an instructional video or documentation).

In other examples, sponsored content may be unrelated to the medication included the prescription order. For example, sponsored content may be temporally and/or facility related. If a date of the prescription order corresponds to a particular facility during a specific time of the year (e.g., Flu season), sponsored content may include a notice and/or discount for Flu shot available to be administered at the pharmacy.

Aspects of the disclosure are initially described in the context of an environment supporting a database. A server

6

may access the database to provide electronic content delivery. Aspects of the disclosure are further illustrated by and described with reference to apparatus diagrams, system diagrams, and flowcharts that relate to automated electronic medication documentation and sponsored content delivery system.

FIG. 1 illustrates an example of a system 100 for cloud computing that supports automated electronic medication documentation and sponsored content delivery in accordance with various aspects of the present disclosure. The system 100 includes client 105 (e.g., a cloud client or hosted client), user device contacts 110, remote system contacts 112, cloud platform 115, and data access 120. Cloud platform 115 may be an example of a public or private cloud network. A client 105 may access cloud platform 115 over network connection 135. The network may implement transfer control protocol and internet protocol (TCP/IP), such as the Internet, or may implement other network protocols. A client 105 may be an example of a user device, such as a server (e.g., client 105-a) or a laptop (e.g., client 105-b). In other examples, a client 105 may be a desktop computer, a tablet, or another computing device or system capable of generating, analyzing, transmitting, or receiving communications. In some examples, a client 105 may be operated by a user entity that is part of a business or other organization type (e.g., an entity responsible for providing consumer contact).

A client 105 may interact with multiple user device contacts 110. The interactions 130 may include communications, opportunities, purchases, sales, or any other interaction between a client 105 and a user device contact 110. Data may be associated with the interactions 130. A client 105 may access cloud or hosted platform 115 to store, manage, and process the data associated with the interactions 130. In some cases, the client 105 may have an associated security or permission level. A client 105 may have access to certain applications, data, and database information within cloud or hosted platform 115 based on the associated security or permission level, and may not have access to others.

Client 105 may interact with user device contacts 110 via text messaging, email, voice call, or any other appropriate form of interaction (e.g., interactions 130-a, or 130-b). In some examples, the interaction 130 may be a business-to-consumer (B2C) interaction. A user device contact 110 may also be referred to as or associated with a consumer, a customer, or some other suitable terminology. In some cases, the user device contact 110 may be an example of a user device, such as a mobile device (e.g., user device contact 110-a) or a laptop (e.g., user device contact 110-b). In other cases, the user device contact 110 may be another computing device that a consumer may own capable of electronic communication. In some cases, the user device contact 110 may be operable by a consumer or user authorized to access a user account.

Client 105 may also interact with remote system contacts 112 via application programming interface (API), web communication, or any other appropriate form of interaction or computing interface (e.g., interactions 132-a, or 132-b). In some examples, the interaction 130 may be a business-to-business (B2B) interaction. A remote system contact 112 may also be referred to as a third-party system, third-party entity, or some other suitable terminology. In some cases, the remote system contacts 112 may be an example of a server at a first location (e.g., remote system contact 112-a) or a server at a second location (e.g., remote system contact 112-b). In other cases, the remote system contact 112 may be

another computing system. In some cases, the remote system contact **112** may be operated by one or more users or an entity different from users or an entity associated with client **105**. In other cases, the remote system contact **112** may be operated by the same users or entity as the those associated with client **105**.

Cloud or hosted platform **115** may provide data access or database service for the client **105**. In some cases, cloud or hosted platform **115** may be an example of a single-tenant or multi-tenant database system. However, other types of systems may be implemented, including—but not limited to—client-server systems, mobile device systems, and mobile network systems. In some cases, cloud or hosted platform **115** may support customer relationship management (CRM) solutions. In some examples, the CRM solutions may include support for consumer contact, order and service fulfillment, marketing, etc. Cloud or hosted platform **115** may receive data associated with contact interactions **130** from the client **105** over network connection **135**. Cloud or hosted platform **115** may receive data associated with contact interactions **132** from the client **105** over network connection **135**. In some cases, cloud or hosted platform **115** may receive data directly from an interaction **130** between a user device contact **110** and the client **105**. In some cases, the user device contact **110** may run an application that includes communication with client **105** and/or cloud or hosted platform **115**. Cloud or hosted platform **115** may be implemented using remote servers. In some cases, the remote servers may be located at one or more data centers **120**.

Data center **120** may include multiple servers. The multiple servers may be used for data storage, management, and processing. Data center **120** may receive data from cloud or hosted platform **115** via connection **140**, or directly from the client **105**, or an interaction **130** between a user device contact **110** and the client **105**, or an interaction **132** between a remote system contact **112** and the client **105**. Data center **120** may utilize multiple redundancies for security purposes. In some cases, the data stored at data center **120** may be backed up by copies of the data at a different data center (not pictured).

Subsystem **125** may include clients **105**, cloud or hosted platform **115**, and data center **120**. In some cases, data processing may occur at any of the components of subsystem **125**, or at a combination of these components. In some cases, servers may perform the data processing. The servers may be a client **105** or located at data center **120**.

In accordance with some implementations, client **105** (e.g., one or more consumer preference and maintenance interface servers) may receive, from a first remote system contact **112** (e.g., a pharmacy management software system), information associated with the prescription order of a user account, where the information associated with the prescription order includes a medication identifier. Client **105** may perform a search using the medication identifier to obtain electronic medication documentation. Client **105** may transmit, to a second remote system contact **112** (e.g., a print management software system) a sponsored content request that includes the medication identifier. Client **105** may receive, from the second remote system contact **112**, sponsored content information responsive to the sponsored content request. Client **105** may determine that the user account has authorized communication via a user device (e.g., user device contact **110**). Client **105** may transmit at least one of the electronic medication documentation or the sponsored content information to the user device. Client **105** may transmit, to the second remote system contact **112**, an indication that at least one of the electronic medication

documentation or the sponsored content information was transmitted to the user device.

In accordance with some implementations, client **105** (e.g., one or more consumer preference and maintenance interface servers) may receive, from a first remote system contact **112** (e.g., a pharmacy management software system), information associated with the prescription order of a user account, where the information associated with the prescription includes an indication that the prescription is in a ready status and information for providing contact associated with the user account. Client **105** may determine that the user account has not been contacted to authorize communication via a user device (e.g., user device contact **110**). Client **105** may transmit, to a second remote system contact **112** (e.g., a print management software system) and based on the determining that the user account has not been contacted to authorize communication via a user device, an indication that electronic content was not transmitted to the user device.

In accordance with some implementations, client **105** (e.g., one or more servers associated with a pharmacy management software system) may process a prescription order associated with a user account. Client **105** may determine that at least one of medication documentation or sponsored content information is to be delivered based on a medication identifier. Client **105** may obtain, from the pharmacy management software system, information associated with the prescription order of a user account, where the information associated with the prescription order includes a medication identifier, perform a search using the medication identifier to obtain electronic medication documentation, transmit, to a print management server, a sponsored content request that includes the medication identifier, receive, from the print management server, sponsored content information responsive to the sponsored content request, determine that the user account has authorized communication via a user device, transmit at least one of the electronic medication documentation or the sponsored content information to the user device, transmit, to the print management server, an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device, receive, by the print management server and from the pharmacy management software system, an indication that a print job corresponding to the prescription order is required, disregard the indication that a print job corresponding to the prescription order is required based on the indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device, and transmit, by the print management server, a print suppression message associated with the print job corresponding to the prescription order.

It should be appreciated by a person skilled in the art that one or more aspects of the disclosure may be implemented in a system **100** to additionally or alternatively solve other problems than those described above. Furthermore, aspects of the disclosure may provide technical improvements to “conventional” systems or processes as described herein. However, the description and appended drawings only include example technical improvements resulting from implementing aspects of the disclosure, and accordingly do not represent all of the technical improvements provided within the scope of the claims.

FIG. **2** shows a block diagram **200** of a client **205** (e.g., one or more consumer preference and maintenance interface servers) that supports automated electronic medication documentation and sponsored content delivery system in

accordance with aspects of the present disclosure. A pharmacy management software system **212-a** may process a prescription order associated with a user account. The pharmacy management software system **212-a** may determine that at least one of medication documentation or sponsored content information is to be delivered based on a medication identifier. For example, the pharmacy management software system **212-a** may determine a prescription ready status and medication data is to be sent to client **205** for patient notification. That is, pharmacy management software system **212-a** may obtain information associated with the prescription order of a user account. In some case, the information associated with the prescription order may include a medication identifier.

Based on receiving information from the pharmacy management software system **212-a**, client **205** may perform a search using the medication identifier to obtain electronic medication documentation. In some cases, client **205** may transmit a sponsored content request to a print management server **212-b**. The sponsored content request may include the medication identifier. client **205** may receive sponsored content information from the print management server **212-b** responsive to the sponsored content request. In some examples, sponsored content may be obtained based on information contained in the electronic medication documentation. For example, client **205** may perform a search using the medication identifier to obtain the electronic medication documentation. Client **205** may identify a sponsored content relationship based at least in part on information in the electronic medication documentation. Client **205** may obtain sponsored content information based on the sponsored content relationship (i.e., rather than or in addition to the medication identifier). That is, obtaining sponsored content information may include transmitting a sponsored content request associated with the sponsored content relationship and receiving sponsored content information responsive to the sponsored content request.

Client **205** may determine that the user account has authorized communication via a user device contact **210**. For example, client **205** may determine that the user account has opted in to receiving short messaging service (SMS) text messaging. Client **205** may transmit at least one of the electronic medication documentation or the sponsored content information to the user device contact **210**. Client **205** may transmit an indication to print management server **212-b** that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device contact **210**.

In some examples, the print management server **212-b** may receive an indication from the pharmacy management software system **212-a** that a print job corresponding to the prescription order is required. In some cases, the print management server **212-b** may disregard the indication that the print job corresponding to the prescription order is required based on the indication from the client **205** that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device contact **210**. The print management server **212-b** may transmit a print suppression message associated with the print job corresponding to the prescription order to pharmacy management software system **212-a**. For example, the print suppression message may indicate that the print job was not performed by the print management server **212-b**.

FIG. 3 shows a block diagram **300** of a server apparatus **305** (e.g., one or more consumer preference and maintenance interface servers) that supports automated electronic medication documentation and sponsored content delivery

system in accordance with aspects of the present disclosure. A pharmacy management software system **312-a** may process a prescription order associated with a user account. The pharmacy management software system **312-a** may determine that at least one of medication documentation or sponsored content information is to be delivered based on a medication identifier. The pharmacy management software system **312-a** may obtain information associated with the prescription order of a user account. In some cases, the information associated with the prescription may include an indication that the prescription is in a ready status and information for providing contact associated with the user account. In some cases, the information for providing contact associated with the user account may include a primary contact number or a patient identifier.

Based on receiving information from the pharmacy management software system **312-a**, client **305** may determine that the user account has not been contacted to authorize communication via a user device contact **310**. In some cases, the client **305** may determine that the user account has not been contacted to authorize communication via a user device by determining that the information associated with the prescription order of the user account is a first instance for receiving information for providing contact associated with the user account. Client **305** may transmit based on the determining that the user account has not been contacted to authorize communication via a user device (e.g., user device contact **310**) an indication to a print management server **312-b** that electronic content was not transmitted to a user device.

The print management server **312-b** may receive an indication from the pharmacy management software system **312-a** that a print job corresponding to the prescription order is required. Based on the indication from the client **305**, print management server **312-b** may process that print job. The print management server **312-b** may transmit a print message associated with the print job corresponding to the prescription order to pharmacy management software system **312-a**. For example, the print message may indicate that the print job was performed by the print management server **312-b**.

In some cases, the client **305** may identify a text-capable contact number associated with the information for providing contact associated with the user account. The client **305** may notify a user of the user account via the text-capable contact number to authorize communication via a user device based on the determining that the user account has not been contacted to authorize communication via a user device. In some cases, the client **305** may identify a contact number associated with the information for providing contact associated with the user account. the client **305** may place an outbound call to the contact number based on receiving the receiving information associated with the prescription order of the user account. the client **305** may provide a message and a prompt to indicate whether to provide printed medication documentation at a location (e.g., at the pharmacy) or electronic medication documentation via a user device (e.g., via user device contact **310**). If the user associated with the user account elects to electronic medication documentation via a user device, the client **305** may determine that the user account has been contacted to authorize communication via a user device for a second and subsequent prescription order associated with the user account.

FIG. 4 shows a block diagram **400** of an apparatus **405** that supports automated electronic medication documentation and sponsored content delivery system in accordance

11

with aspects of the present disclosure. The apparatus **405** may include an input module **410**, an electronic content delivery manager **415**, and an output module **435**. The apparatus **405** may also include a processor. Each of these components may be in communication with one another (e.g., via one or more buses). In some cases, the apparatus **405** may be an example of a user terminal, a server (e.g., a database server), or a system containing multiple computing devices.

The input module **410** may manage input signals for the apparatus **405**. For example, the input module **410** may identify input signals based on an interaction with a modem, a keyboard, a mouse, a touchscreen, or a similar device. These input signals may be associated with user input or processing at other components or devices. In some cases, the input module **410** may utilize an operating system such as iOS®, ANDROID®, MS-DOS®, MS-WINDOWS®, OS/2®, UNIX®, LINUX®, or another known operating system to handle input signals. The input module **410** may send aspects of these input signals to other components of the apparatus **405** for processing. For example, the input module **410** may transmit input signals to the electronic content delivery manager **415** to support automated electronic medication documentation and sponsored content delivery system. In some cases, the input module **410** may be a component of an input/output (I/O) controller **415** as described with reference to FIG. 4.

The electronic content delivery manager **415** may include a pharmacy system interface component **420**, an electronic document interface component **425**, and a print management interface component **430**. The electronic content delivery manager **415** may be an example of aspects of the electronic content delivery manager **305** or **410** described with reference to FIGS. 3 and 4.

The electronic content delivery manager **415** and/or at least some of its various sub-components may be implemented in hardware, software executed by a processor, firmware, or any combination thereof. If implemented in software executed by a processor, the functions of the electronic content delivery manager **415** and/or at least some of its various sub-components may be executed by a general-purpose processor, a digital signal processor (DSP), an application-specific integrated circuit (ASIC), a field-programmable gate array (FPGA) or other programmable logic device, discrete gate or transistor logic, discrete hardware components, or any combination thereof designed to perform the functions described in the present disclosure. The electronic content delivery manager **415** and/or at least some of its various sub-components may be physically located at various positions, including being distributed such that portions of functions are implemented at different physical locations by one or more physical devices. In some examples, the electronic content delivery manager **415** and/or at least some of its various sub-components may be a separate and distinct component in accordance with various aspects of the present disclosure. In other examples, the electronic content delivery manager **415** and/or at least some of its various sub-components may be combined with one or more other hardware components, including but not limited to an I/O component, a transceiver, a network server, another computing device, one or more other components described in the present disclosure, or a combination thereof in accordance with various aspects of the present disclosure.

The pharmacy system interface component **420** may receive information associated with the prescription order of a user account, where the information associated with the prescription order includes a medication identifier.

12

The electronic document interface component **425** may perform a search using the medication identifier to obtain electronic medication documentation, transmit a sponsored content request that includes the medication identifier, receive sponsored content information responsive to the sponsored content request, determine that the user account has authorized communication via a user device, and transmit at least one of the electronic medication documentation or the sponsored content information to the user device.

The print management interface component **430** may transmit an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device.

The output module **435** may manage output signals for the apparatus **405**. For example, the output module **435** may receive signals from other components of the apparatus **405**, such as the electronic content delivery manager **415**, and may transmit these signals to other components or devices. In some specific examples, the output module **435** may transmit output signals for display in a user interface, for storage in a database or data store, for further processing at a server or server cluster, or for any other processes at any number of devices or systems. In some cases, the output module **435** may be a component of an I/O controller **415** as described with reference to FIG. 4.

FIG. 5 shows a block diagram **500** of an electronic content delivery manager **505** that supports automated electronic medication documentation and sponsored content delivery system in accordance with aspects of the present disclosure. The electronic content delivery manager **505** may be an example of aspects of an electronic content delivery manager **415** or an electronic content delivery manager **410** described herein. The electronic content delivery manager **505** may include a pharmacy system interface component **510**, an electronic document interface component **515**, and a print management interface component **520**. Each of these modules may communicate, directly or indirectly, with one another (e.g., via one or more buses).

The pharmacy system interface component **510** may receive information associated with the prescription order of a user account, where the information associated with the prescription order includes a medication identifier.

The electronic document interface component **515** may perform a search using the medication identifier to obtain electronic medication documentation. In some examples, the electronic document interface component **515** may transmit a sponsored content request that includes the medication identifier. In some examples, the electronic document interface component **515** may receive sponsored content information responsive to the sponsored content request. In some examples, the electronic document interface component **515** may determine that the user account has authorized communication via a user device. In some examples, the electronic document interface component **515** may transmit at least one of the electronic medication documentation or the sponsored content information to the user device.

The print management interface component **520** may transmit an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device.

FIG. 6 shows a diagram of a system **600** including a device **605** that supports automated electronic medication documentation and sponsored content delivery system in accordance with aspects of the present disclosure. The device **605** may be an example of or include the components of a server or an apparatus **405** as described herein. The device **605** may include components for bi-directional data

13

communications including components for transmitting and receiving communications, including an electronic content delivery manager **610**, an I/O controller **615**, a database controller **620**, memory **625**, a processor **630**, and a database **635**. These components may be in electronic communication via one or more buses (e.g., bus **640**).

The electronic content delivery manager **610** may be an example of an electronic content delivery manager **415** or **505** as described herein. For example, the electronic content delivery manager **610** may perform any of the methods or processes described above with reference to FIGS. **4** and **5**. In some cases, the electronic content delivery manager **610** may be implemented in hardware, software executed by a processor, firmware, or any combination thereof.

The I/O controller **615** may manage input signals **645** and output signals **650** for the device **605**. The I/O controller **615** may also manage peripherals not integrated into the device **605**. In some cases, the I/O controller **615** may represent a physical connection or port to an external peripheral. In some cases, the I/O controller **615** may utilize an operating system such as iOS®, ANDROID®, MS-DOS®, MS-WINDOWS®, OS/2®, UNIX®, LINUX®, or another known operating system. In other cases, the I/O controller **615** may represent or interact with a modem, a keyboard, a mouse, a touchscreen, or a similar device. In some cases, the I/O controller **615** may be implemented as part of a processor. In some cases, a user may interact with the device **605** via the I/O controller **615** or via hardware components controlled by the I/O controller **615**.

The database controller **620** may manage data storage and processing in a database **635**. In some cases, a user may interact with the database controller **620**. In other cases, the database controller **620** may operate automatically without user interaction. The database **635** may be an example of a single database, a distributed database, multiple distributed databases, a data store, a data lake, or an emergency backup database.

Memory **625** may include random-access memory (RAM) and read-only memory (ROM). The memory **625** may store computer-readable, computer-executable software including instructions that, when executed, cause the processor to perform various functions described herein. In some cases, the memory **625** may contain, among other things, a basic input/output system (BIOS) which may control basic hardware or software operation such as the interaction with peripheral components or devices.

The processor **630** may include an intelligent hardware device, (e.g., a general-purpose processor, a DSP, a central processing unit (CPU), a microcontroller, an ASIC, an FPGA, a programmable logic device, a discrete gate or transistor logic component, a discrete hardware component, or any combination thereof). In some cases, the processor **630** may be configured to operate a memory array using a memory controller. In other cases, a memory controller may be integrated into the processor **630**. The processor **630** may be configured to execute computer-readable instructions stored in a memory **625** to perform various functions (e.g., functions or tasks supporting automated electronic medication documentation and sponsored content delivery system).

FIG. **7** shows a flowchart illustrating a method **700** that supports automated electronic medication documentation and sponsored content delivery system in accordance with aspects of the present disclosure. The operations of method **700** may be implemented by a server or its components as described herein. For example, the operations of method **700** may be performed by an electronic content delivery manager as described with reference to FIGS. **4** through **6**. In some

14

examples, a server may execute a set of instructions to control the functional elements of the server to perform the functions described below. Additionally or alternatively, a server may perform aspects of the functions described below using special-purpose hardware.

At **705**, the server may receive information associated with the prescription order of a user account, where the information associated with the prescription order includes a medication identifier. The operations of **705** may be performed according to the methods described herein. In some examples, aspects of the operations of **705** may be performed by a pharmacy system interface component as described with reference to FIGS. **4** through **6**.

At **710**, the server may perform a search using the medication identifier to obtain electronic medication documentation. The operations of **710** may be performed according to the methods described herein. In some examples, aspects of the operations of **710** may be performed by an electronic document interface component as described with reference to FIGS. **4** through **6**.

At **715**, the server may transmit a sponsored content request that includes the medication identifier. The operations of **715** may be performed according to the methods described herein. In some examples, aspects of the operations of **715** may be performed by an electronic document interface component as described with reference to FIGS. **4** through **6**.

At **720**, the server may receive sponsored content information responsive to the sponsored content request. The operations of **720** may be performed according to the methods described herein. In some examples, aspects of the operations of **720** may be performed by an electronic document interface component as described with reference to FIGS. **4** through **6**.

At **725**, the server may determine that the user account has authorized communication via a user device. The operations of **725** may be performed according to the methods described herein. In some examples, aspects of the operations of **725** may be performed by an electronic document interface component as described with reference to FIGS. **4** through **6**.

At **730**, the server may transmit at least one of the electronic medication documentation or the sponsored content information to the user device. The operations of **730** may be performed according to the methods described herein. In some examples, aspects of the operations of **730** may be performed by an electronic document interface component as described with reference to FIGS. **4** through **6**.

At **735**, the server may transmit an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device. The operations of **735** may be performed according to the methods described herein. In some examples, aspects of the operations of **735** may be performed by a print management interface component as described with reference to FIGS. **4** through **6**.

FIG. **8** shows a flowchart illustrating a method **800** that supports automated electronic medication documentation and sponsored content delivery system in accordance with aspects of the present disclosure. The operations of method **800** may be implemented by a server or its components as described herein. For example, the operations of method **800** may be performed by an electronic content delivery manager as described with reference to FIGS. **4** through **6**. In some examples, a server may execute a set of instructions to control the functional elements of the server to perform the

15

functions described below. Additionally or alternatively, a server may perform aspects of the functions described below using special-purpose hardware.

At **805**, the server may receive information associated with the prescription order of a user account, where the information associated with the prescription includes an indication that the prescription is in a ready status and information for providing contact associated with the user account. The operations of **805** may be performed according to the methods described herein. In some examples, aspects of the operations of **805** may be performed by an apparatus or system as described with reference to FIGS. 4 through 6.

At **810**, the server may determine that the user account has not been contacted to authorize communication via a user device. The operations of **810** may be performed according to the methods described herein. In some examples, aspects of the operations of **810** may be performed by an apparatus or system as described with reference to FIGS. 4 through 6.

At **815**, the server may transmit, based on the determining that the user account has not been contacted to authorize communication via a user device, an indication that electronic content was not transmitted to the user device. The operations of **815** may be performed according to the methods described herein. In some examples, aspects of the operations of **815** may be performed by an apparatus or system as described with reference to FIGS. 4 through 6.

At **820**, the server may identify a text-capable contact number associated with the information for providing contact associated with the user account. The operations of **820** may be performed according to the methods described herein. In some examples, aspects of the operations of **820** may be performed by an apparatus or system as described with reference to FIGS. 4 through 6.

At **825**, the server may determine whether to notify a user of the user account via the text-capable contact number to authorize communication via the user device. The operations of **825** may be performed according to the methods described herein. In some examples, aspects of the operations of **825** may be performed by an apparatus or system as described with reference to FIGS. 4 through 6.

FIG. 9 shows a flowchart illustrating a method **900** that supports automated electronic medication documentation and sponsored content delivery system in accordance with aspects of the present disclosure. The operations of method **900** may be implemented by a server or its components as described herein. For example, the operations of method **900** may be performed by an electronic content delivery manager as described with reference to FIGS. 4 through 6. In some examples, a server may execute a set of instructions to control the functional elements of the server to perform the functions described below. Additionally or alternatively, a server may perform aspects of the functions described below using special-purpose hardware.

At **905**, the server may process, by a pharmacy management software system, a prescription order associated with a user account. The operations of **905** may be performed according to the methods described herein. In some examples, aspects of the operations of **905** may be performed by an apparatus or system as described with reference to FIGS. 4 through 6.

At **910**, the server may determine, by the pharmacy management software system, that at least one of medication documentation or sponsored content information is to be delivered based on a medication identifier. The operations of **910** may be performed according to the methods described herein. In some examples, aspects of the operations of **910**

16

may be performed by an apparatus or system as described with reference to FIGS. 4 through 6.

At **915**, the server may obtain, by the pharmacy management software system, information associated with the prescription order of a user account, where the information associated with the prescription order includes a medication identifier. The operations of **915** may be performed according to the methods described herein. In some examples, aspects of the operations of **915** may be performed by an apparatus or system as described with reference to FIGS. 4 through 6.

At **920**, the server may perform a search using the medication identifier to obtain electronic medication documentation. The operations of **920** may be performed according to the methods described herein. In some examples, aspects of the operations of **920** may be performed by an apparatus or system as described with reference to FIGS. 4 through 6.

At **925**, the server may transmit, to a print management server, a sponsored content request that includes the medication identifier. The operations of **925** may be performed according to the methods described herein. In some examples, aspects of the operations of **925** may be performed by an apparatus or system as described with reference to FIGS. 4 through 6.

At **930**, the server may receive, from the print management server, sponsored content information responsive to the sponsored content request. The operations of **930** may be performed according to the methods described herein. In some examples, aspects of the operations of **930** may be performed by an apparatus or system as described with reference to FIGS. 4 through 6.

At **935**, the server may determine that the user account has authorized communication via a user device. The operations of **935** may be performed according to the methods described herein. In some examples, aspects of the operations of **935** may be performed by an apparatus or system as described with reference to FIGS. 4 through 6.

At **940**, the server may transmit at least one of the electronic medication documentation or the sponsored content information to the user device. The operations of **940** may be performed according to the methods described herein. In some examples, aspects of the operations of **940** may be performed by an apparatus or system as described with reference to FIGS. 4 through 6.

At **945**, the server may transmit, to the print management server, an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device. The operations of **945** may be performed according to the methods described herein. In some examples, aspects of the operations of **945** may be performed by an apparatus or system as described with reference to FIGS. 4 through 6.

At **950**, the server may receive, by the print management server and from the pharmacy management software system, an indication that a print job corresponding to the prescription order is required. The operations of **950** may be performed according to the methods described herein. In some examples, aspects of the operations of **950** may be performed by an apparatus or system as described with reference to FIGS. 4 through 6.

At **955**, the server may disregard the indication that a print job corresponding to the prescription order is required based on the indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device. The operations of **955** may be performed according to the methods described

17

herein. In some examples, aspects of the operations of **955** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

At **960**, the server may transmit, by the print management server, a print suppression message associated with the print job corresponding to the prescription order. The operations of **960** may be performed according to the methods described herein. In some examples, aspects of the operations of **960** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

FIG. **10** shows a flowchart illustrating a method **1000** that supports automated electronic medication documentation and sponsored content delivery system in accordance with aspects of the present disclosure. The operations of method **1000** may be implemented by a server or its components as described herein. For example, the operations of method **1000** may be performed by an electronic content delivery manager as described with reference to FIGS. **4** through **6**. In some examples, a server may execute a set of instructions to control the functional elements of the server to perform the functions described below. Additionally or alternatively, a server may perform aspects of the functions described below using special-purpose hardware.

At **1005**, the server may process, by a pharmacy management software system, a prescription order associated with a user account. The operations of **1005** may be performed according to the methods described herein. In some examples, aspects of the operations of **1005** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

At **1010**, the server may determine, by the pharmacy management software system, that at least one of medication documentation or sponsored content information is to be delivered based on a medication identifier. The operations of **1010** may be performed according to the methods described herein. In some examples, aspects of the operations of **1010** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

At **1015**, the server may obtain, by the pharmacy management software system, information associated with the prescription order of a user account, where the information associated with the prescription includes an indication that the prescription is in a ready status and information for providing contact associated with the user account. The operations of **1015** may be performed according to the methods described herein. In some examples, aspects of the operations of **1015** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

At **1020**, the server may determine that the user account has not been contacted to authorize communication via a user device. The operations of **1020** may be performed according to the methods described herein. In some examples, aspects of the operations of **1020** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

At **1025**, the server may transmit, to a print management server and based on the determining that the user account has not been contacted to authorize communication via a user device, an indication that electronic content was not transmitted to the user device. The operations of **1025** may be performed according to the methods described herein. In some examples, aspects of the operations of **1025** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

At **1030**, the server may receive, by the print management server and from the pharmacy management software system, an indication that a print job corresponding to the prescrip-

18

tion order is required. The operations of **1030** may be performed according to the methods described herein. In some examples, aspects of the operations of **1030** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

At **1035**, the server may disregard the indication that a print job corresponding to the prescription order is required based on the indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device. The operations of **1035** may be performed according to the methods described herein. In some examples, aspects of the operations of **1035** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

At **1040**, the server may transmit, by the print management server and based on the indication that electronic content was not transmitted to the user device, a print message associated with the print job corresponding to the prescription order. The operations of **1040** may be performed according to the methods described herein. In some examples, aspects of the operations of **1040** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

FIG. **11** shows a flowchart illustrating a method **1100** that supports automated electronic medication documentation and sponsored content delivery system in accordance with aspects of the present disclosure. The operations of method **1100** may be implemented by a server or its components as described herein. For example, the operations of method **1100** may be performed by an electronic content delivery manager as described with reference to FIGS. **4** through **6**. In some examples, a server may execute a set of instructions to control the functional elements of the server to perform the functions described below. Additionally or alternatively, a server may perform aspects of the functions described below using special-purpose hardware.

At **1105**, the server may process a prescription order associated with a user account. The operations of **1105** may be performed according to the methods described herein. In some examples, aspects of the operations of **1105** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

At **1110**, the server may determine that at least one of medication documentation or sponsored content information is to be delivered based on a medication identifier. The operations of **1110** may be performed according to the methods described herein. In some examples, aspects of the operations of **1110** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

At **1115**, the server may perform a search using the medication identifier to obtain electronic medication documentation. The operations of **1115** may be performed according to the methods described herein. In some examples, aspects of the operations of **1115** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

At **1120**, the server may transmit, to a print management server, a sponsored content request that includes the medication identifier. The operations of **1120** may be performed according to the methods described herein. In some examples, aspects of the operations of **1120** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

At **1125**, the server may receive, from the print management server, sponsored content information responsive to the sponsored content request. The operations of **1125** may be performed according to the methods described herein. In

19

some examples, aspects of the operations of **1125** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

At **1130**, the server may determine that the user account has authorized communication via a user device. The operations of **1130** may be performed according to the methods described herein. In some examples, aspects of the operations of **1130** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

At **1135**, the server may transmit at least one of the electronic medication documentation or the sponsored content information to the user device. The operations of **1135** may be performed according to the methods described herein. In some examples, aspects of the operations of **1135** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

At **1140**, the server may transmit, to the print management server, an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device. The operations of **1140** may be performed according to the methods described herein. In some examples, aspects of the operations of **1140** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

FIG. **12** shows a flowchart illustrating a method **1200** that supports automated electronic medication documentation and sponsored content delivery system in accordance with aspects of the present disclosure. The operations of method **1200** may be implemented by a server or its components as described herein. For example, the operations of method **1200** may be performed by an electronic content delivery manager as described with reference to FIGS. **4** through **6**. In some examples, a server may execute a set of instructions to control the functional elements of the server to perform the functions described below. Additionally or alternatively, a server may perform aspects of the functions described below using special-purpose hardware.

At **1205**, the server may receive an indication that a print job corresponding to the prescription order is required. The operations of **1205** may be performed according to the methods described herein. In some examples, aspects of the operations of **1205** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

At **1210**, the server may receive information associated with the prescription order of a user account, where the information associated with the prescription order includes a medication identifier. The operations of **1210** may be performed according to the methods described herein. In some examples, aspects of the operations of **1210** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

At **1215**, the server may perform a search using the medication identifier to obtain at least one of electronic medication documentation or sponsored content information. The operations of **1215** may be performed according to the methods described herein. In some examples, aspects of the operations of **1215** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

At **1220**, the server may determine that the user account has authorized communication via a user device. The operations of **1220** may be performed according to the methods described herein. In some examples, aspects of the operations of **1220** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

At **1225**, the server may transmit at least one of the electronic medication documentation or the sponsored content information to the user device. The operations of **1225**

20

may be performed according to the methods described herein. In some examples, aspects of the operations of **1225** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

At **1230**, the server may transmit a print suppression message associated with the print job corresponding to the prescription order. The operations of **1230** may be performed according to the methods described herein. In some examples, aspects of the operations of **1230** may be performed by an apparatus or system as described with reference to FIGS. **4** through **6**.

The following provides an overview of examples of the present disclosure:

Example Method 1: A method of electronic content delivery is described. The method may include receiving information associated with the prescription order of a user account, where the information associated with the prescription order includes a medication identifier, performing a search using the medication identifier to obtain electronic medication documentation, transmitting a sponsored content request that includes the medication identifier, receiving sponsored content information responsive to the sponsored content request, determining that the user account has authorized communication via a user device, transmitting at least one of the electronic medication documentation or the sponsored content information to the user device, and transmitting an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device.

An apparatus for electronic content delivery is described. The apparatus may include a processor, memory coupled with the processor, and instructions stored in the memory. The instructions may be executable by the processor to cause the apparatus to receive information associated with the prescription order of a user account, where the information associated with the prescription order includes a medication identifier, perform a search using the medication identifier to obtain electronic medication documentation, transmit a sponsored content request that includes the medication identifier, receive sponsored content information responsive to the sponsored content request, determine that the user account has authorized communication via a user device, transmit at least one of the electronic medication documentation or the sponsored content information to the user device, and transmit an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device.

Another apparatus for electronic content delivery is described. The apparatus may include means for receiving information associated with the prescription order of a user account, where the information associated with the prescription order includes a medication identifier, performing a search using the medication identifier to obtain electronic medication documentation, transmitting a sponsored content request that includes the medication identifier, receiving sponsored content information responsive to the sponsored content request, determining that the user account has authorized communication via a user device, transmitting at least one of the electronic medication documentation or the sponsored content information to the user device, and transmitting an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device.

A non-transitory computer-readable medium storing code for electronic content delivery is described. The code may include instructions executable by a processor to receive information associated with the prescription order of a user

21

account, where the information associated with the prescription order includes a medication identifier, perform a search using the medication identifier to obtain electronic medication documentation, transmit a sponsored content request that includes the medication identifier, receive sponsored content information responsive to the sponsored content request, determine that the user account has authorized communication via a user device, transmit at least one of the electronic medication documentation or the sponsored content information to the user device, and transmit an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device.

Example Method 2: A method of electronic content delivery is described. The method may include receiving information associated with a prescription order of a user account, where the information associated with the prescription includes an indication that the prescription is in a ready status and information for providing contact associated with the user account, determining that the user account has not been contacted to authorize communication via a user device, and transmitting, based on the determining that the user account has not been contacted to authorize communication via a user device, an indication that electronic content was not transmitted to the user device.

An apparatus for electronic content delivery is described. The apparatus may include a processor, memory coupled with the processor, and instructions stored in the memory. The instructions may be executable by the processor to cause the apparatus to receive information associated with a prescription order of a user account, where the information associated with the prescription includes an indication that the prescription is in a ready status and information for providing contact associated with the user account, determine that the user account has not been contacted to authorize communication via a user device, and transmit, based on the determining that the user account has not been contacted to authorize communication via a user device, an indication that electronic content was not transmitted to the user device.

Another apparatus for electronic content delivery is described. The apparatus may include means for receiving information associated with a prescription order of a user account, where the information associated with the prescription includes an indication that the prescription is in a ready status and information for providing contact associated with the user account, determining that the user account has not been contacted to authorize communication via a user device, and transmitting, based on the determining that the user account has not been contacted to authorize communication via a user device, an indication that electronic content was not transmitted to the user device.

A non-transitory computer-readable medium storing code for electronic content delivery is described. The code may include instructions executable by a processor to receive information associated with a prescription order of a user account, where the information associated with the prescription includes an indication that the prescription is in a ready status and information for providing contact associated with the user account, determine that the user account has not been contacted to authorize communication via a user device, and transmit, based on the determining that the user account has not been contacted to authorize communication via a user device, an indication that electronic content was not transmitted to the user device.

Some examples of the method, apparatuses, and non-transitory computer-readable medium described herein may

22

further include operations, features, means, or instructions for identifying a text-capable contact number associated with the information for providing contact associated with the user account, and determining whether to notify a user of the user account via the text-capable contact number to authorize communication via the user device.

Example Method 3: A method of electronic content delivery is described. The method may include processing, by a pharmacy management software system, a prescription order associated with a user account, determining, by the pharmacy management software system, that at least one of medication documentation or sponsored content information is to be delivered based on a medication identifier, obtaining, by the pharmacy management software system, information associated with the prescription order of a user account, where the information associated with the prescription order includes a medication identifier, performing a search using the medication identifier to obtain electronic medication documentation, transmitting, to a print management server, a sponsored content request that includes the medication identifier, receiving, from the print management server, sponsored content information responsive to the sponsored content request, determining that the user account has authorized communication via a user device, transmitting at least one of the electronic medication documentation or the sponsored content information to the user device, transmitting, to the print management server, an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device, receiving, by the print management server and from the pharmacy management software system, an indication that a print job corresponding to the prescription order is required, disregarding the indication that a print job corresponding to the prescription order is required based on the indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device, and transmitting, by the print management server, a print suppression message associated with the print job corresponding to the prescription order.

An apparatus for electronic content delivery is described. The apparatus may include a processor, memory coupled with the processor, and instructions stored in the memory. The instructions may be executable by the processor to cause the apparatus to process, by a pharmacy management software system, a prescription order associated with a user account, determine, by the pharmacy management software system, that at least one of medication documentation or sponsored content information is to be delivered based on a medication identifier, obtain, by the pharmacy management software system, information associated with the prescription order of a user account, where the information associated with the prescription order includes a medication identifier, perform a search using the medication identifier to obtain electronic medication documentation, transmit, to a print management server, a sponsored content request that includes the medication identifier, receive, from the print management server, sponsored content information responsive to the sponsored content request, determine that the user account has authorized communication via a user device, transmit at least one of the electronic medication documentation or the sponsored content information to the user device, transmit, to the print management server, an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device, receive, by the print management server and from the pharmacy management software system, an indication that a print job corresponding to the prescription

23

order is required, disregard the indication that a print job corresponding to the prescription order is required based on the indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device, and transmit, by the print management server, a print suppression message associated with the print job corresponding to the prescription order.

Another apparatus for electronic content delivery is described. The apparatus may include means for processing, by a pharmacy management software system, a prescription order associated with a user account, determining, by the pharmacy management software system, that at least one of medication documentation or sponsored content information is to be delivered based on a medication identifier, obtaining, by the pharmacy management software system, information associated with the prescription order of a user account, where the information associated with the prescription order includes a medication identifier, performing a search using the medication identifier to obtain electronic medication documentation, transmitting, to a print management server, a sponsored content request that includes the medication identifier, receiving, from the print management server, sponsored content information responsive to the sponsored content request, determining that the user account has authorized communication via a user device, transmitting at least one of the electronic medication documentation or the sponsored content information to the user device, transmitting, to the print management server, an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device, receiving, by the print management server and from the pharmacy management software system, an indication that a print job corresponding to the prescription order is required, disregarding the indication that a print job corresponding to the prescription order is required based on the indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device, and transmitting, by the print management server, a print suppression message associated with the print job corresponding to the prescription order.

A non-transitory computer-readable medium storing code for electronic content delivery is described. The code may include instructions executable by a processor to process, by a pharmacy management software system, a prescription order associated with a user account, determine, by the pharmacy management software system, that at least one of medication documentation or sponsored content information is to be delivered based on a medication identifier, obtain, by the pharmacy management software system, information associated with the prescription order of a user account, where the information associated with the prescription order includes a medication identifier, perform a search using the medication identifier to obtain electronic medication documentation, transmit, to a print management server, a sponsored content request that includes the medication identifier, receive, from the print management server, sponsored content information responsive to the sponsored content request, determine that the user account has authorized communication via a user device, transmit at least one of the electronic medication documentation or the sponsored content information to the user device, transmit, to the print management server, an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device, receive, by the print management server and from the pharmacy management software system, an indication that a print job corresponding to the prescription order is required, disregard

24

the indication that a print job corresponding to the prescription order is required based on the indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device, and transmit, by the print management server, a print suppression message associated with the print job corresponding to the prescription order.

Example Method 4: A method of electronic content delivery is described. The method may include processing, by a pharmacy management software system, a prescription order associated with a user account, determining, by the pharmacy management software system, that at least one of medication documentation or sponsored content information is to be delivered based on a medication identifier, obtaining, by the pharmacy management software system, information associated with the prescription order of a user account, where the information associated with the prescription includes an indication that the prescription is in a ready status and information for providing contact associated with the user account, determining that the user account has not been contacted to authorize communication via a user device, transmitting, to a print management server and based on the determining that the user account has not been contacted to authorize communication via a user device, an indication that electronic content was not transmitted to the user device, receiving, by the print management server and from the pharmacy management software system, an indication that a print job corresponding to the prescription order is required, disregarding the indication that a print job corresponding to the prescription order is required based on the indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device, and transmitting, by the print management server and based on the indication that electronic content was not transmitted to the user device, a print message associated with the print job corresponding to the prescription order.

An apparatus for electronic content delivery is described. The apparatus may include a processor, memory coupled with the processor, and instructions stored in the memory. The instructions may be executable by the processor to cause the apparatus to process, by a pharmacy management software system, a prescription order associated with a user account, determine, by the pharmacy management software system, that at least one of medication documentation or sponsored content information is to be delivered based on a medication identifier, obtain, by the pharmacy management software system, information associated with the prescription order of a user account, where the information associated with the prescription includes an indication that the prescription is in a ready status and information for providing contact associated with the user account, determine that the user account has not been contacted to authorize communication via a user device, transmit, to a print management server and based on the determining that the user account has not been contacted to authorize communication via a user device, an indication that electronic content was not transmitted to the user device, receive, by the print management server and from the pharmacy management software system, an indication that a print job corresponding to the prescription order is required, disregard the indication that a print job corresponding to the prescription order is required based on the indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device, and transmit, by the print management server and based on the indication that electronic content was not transmitted to the

25

user device, a print message associated with the print job corresponding to the prescription order.

Another apparatus for electronic content delivery is described. The apparatus may include means for processing, by a pharmacy management software system, a prescription order associated with a user account, determining, by the pharmacy management software system, that at least one of medication documentation or sponsored content information is to be delivered based on a medication identifier, obtaining, by the pharmacy management software system, information associated with the prescription order of a user account, where the information associated with the prescription includes an indication that the prescription is in a ready status and information for providing contact associated with the user account, determining that the user account has not been contacted to authorize communication via a user device, transmitting, to a print management server and based on the determining that the user account has not been contacted to authorize communication via a user device, an indication that electronic content was not transmitted to the user device, receiving, by the print management server and from the pharmacy management software system, an indication that a print job corresponding to the prescription order is required, disregarding the indication that a print job corresponding to the prescription order is required based on the indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device, and transmitting, by the print management server and based on the indication that electronic content was not transmitted to the user device, a print message associated with the print job corresponding to the prescription order.

A non-transitory computer-readable medium storing code for electronic content delivery is described. The code may include instructions executable by a processor to process, by a pharmacy management software system, a prescription order associated with a user account, determine, by the pharmacy management software system, that at least one of medication documentation or sponsored content information is to be delivered based on a medication identifier, obtain, by the pharmacy management software system, information associated with the prescription order of a user account, where the information associated with the prescription includes an indication that the prescription is in a ready status and information for providing contact associated with the user account, determine that the user account has not been contacted to authorize communication via a user device, transmit, to a print management server and based on the determining that the user account has not been contacted to authorize communication via a user device, an indication that electronic content was not transmitted to the user device, receive, by the print management server and from the pharmacy management software system, an indication that a print job corresponding to the prescription order is required, disregard the indication that a print job corresponding to the prescription order is required based on the indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device, and transmit, by the print management server and based on the indication that electronic content was not transmitted to the user device, a print message associated with the print job corresponding to the prescription order.

Example Method 5: A method of electronic content delivery is described. The method may include processing a prescription order associated with a user account, determining that at least one of medication documentation or spon-

26

sored content information is to be delivered based on a medication identifier, performing a search using the medication identifier to obtain electronic medication documentation, transmitting, to a print management server, a sponsored content request that includes the medication identifier, receiving, from the print management server, sponsored content information responsive to the sponsored content request, determining that the user account has authorized communication via a user device, transmitting at least one of the electronic medication documentation or the sponsored content information to the user device, and transmitting, to the print management server, an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device.

An apparatus for electronic content delivery is described. The apparatus may include a processor, memory coupled with the processor, and instructions stored in the memory. The instructions may be executable by the processor to cause the apparatus to process a prescription order associated with a user account, determine that at least one of medication documentation or sponsored content information is to be delivered based on a medication identifier, perform a search using the medication identifier to obtain electronic medication documentation, transmit, to a print management server, a sponsored content request that includes the medication identifier, receive, from the print management server, sponsored content information responsive to the sponsored content request, determine that the user account has authorized communication via a user device, transmit at least one of the electronic medication documentation or the sponsored content information to the user device, and transmit, to the print management server, an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device.

Another apparatus for electronic content delivery is described. The apparatus may include means for processing a prescription order associated with a user account, determining that at least one of medication documentation or sponsored content information is to be delivered based on a medication identifier, performing a search using the medication identifier to obtain electronic medication documentation, transmitting, to a print management server, a sponsored content request that includes the medication identifier, receiving, from the print management server, sponsored content information responsive to the sponsored content request, determining that the user account has authorized communication via a user device, transmitting at least one of the electronic medication documentation or the sponsored content information to the user device, and transmitting, to the print management server, an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device.

A non-transitory computer-readable medium storing code for electronic content delivery is described. The code may include instructions executable by a processor to process a prescription order associated with a user account, determine that at least one of medication documentation or sponsored content information is to be delivered based on a medication identifier, perform a search using the medication identifier to obtain electronic medication documentation, transmit, to a print management server, a sponsored content request that includes the medication identifier, receive, from the print management server, sponsored content information responsive to the sponsored content request, determine that the user account has authorized communication via a user device, transmit at least one of the electronic medication documentation or the sponsored content information to the user

device, and transmit, to the print management server, an indication that at least one of the electronic medication documentation or the sponsored content information was transmitted to the user device.

Example Method 6: A method of electronic content delivery is described. The method may include receiving an indication that a print job corresponding to the prescription order is required, receiving information associated with the prescription order of a user account, where the information associated with the prescription order includes a medication identifier, performing a search using the medication identifier to obtain at least one of electronic medication documentation or sponsored content information, determining that the user account has authorized communication via a user device, transmitting at least one of the electronic medication documentation or the sponsored content information to the user device, and transmitting a print suppression message associated with the print job corresponding to the prescription order.

An apparatus for electronic content delivery is described. The apparatus may include a processor, memory coupled with the processor, and instructions stored in the memory. The instructions may be executable by the processor to cause the apparatus to receive an indication that a print job corresponding to the prescription order is required, receive information associated with the prescription order of a user account, where the information associated with the prescription order includes a medication identifier, perform a search using the medication identifier to obtain at least one of electronic medication documentation or sponsored content information, determine that the user account has authorized communication via a user device, transmit at least one of the electronic medication documentation or the sponsored content information to the user device, and transmit a print suppression message associated with the print job corresponding to the prescription order.

Another apparatus for electronic content delivery is described. The apparatus may include means for receiving an indication that a print job corresponding to the prescription order is required, receiving information associated with the prescription order of a user account, where the information associated with the prescription order includes a medication identifier, performing a search using the medication identifier to obtain at least one of electronic medication documentation or sponsored content information, determining that the user account has authorized communication via a user device, transmitting at least one of the electronic medication documentation or the sponsored content information to the user device, and transmitting a print suppression message associated with the print job corresponding to the prescription order.

A non-transitory computer-readable medium storing code for electronic content delivery is described. The code may include instructions executable by a processor to receive an indication that a print job corresponding to the prescription order is required, receive information associated with the prescription order of a user account, where the information associated with the prescription order includes a medication identifier, perform a search using the medication identifier to obtain at least one of electronic medication documentation or sponsored content information, determine that the user account has authorized communication via a user device, transmit at least one of the electronic medication documentation or the sponsored content information to the user device, and transmit a print suppression message associated with the print job corresponding to the prescription order.

It should be noted that the example methods described above describe possible implementations, and that the operations and the steps may be rearranged or otherwise modified and that other implementations are possible. Furthermore, aspects from two or more of the example methods may be combined.

The description set forth herein, in connection with the appended drawings, describes example configurations and does not represent all the examples that may be implemented or that are within the scope of the claims. The term “exemplary” used herein means “serving as an example, instance, or illustration,” and not “preferred” or “advantageous over other examples.” The detailed description includes specific details for the purpose of providing an understanding of the described techniques. These techniques, however, may be practiced without these specific details. In some instances, well-known structures and devices are shown in block diagram form in order to avoid obscuring the concepts of the described examples.

In the appended figures, similar components or features may have the same reference label. Further, various components of the same type may be distinguished by following the reference label by a dash and a second label that distinguishes among the similar components. If just the first reference label is used in the specification, the description is applicable to any one of the similar components having the same first reference label irrespective of the second reference label.

Information and signals described herein may be represented using any of a variety of different technologies and techniques. For example, data, instructions, commands, information, signals, bits, symbols, and chips that may be referenced throughout the above description may be represented by voltages, currents, electromagnetic waves, magnetic fields or particles, optical fields or particles, or any combination thereof.

The various illustrative blocks and modules described in connection with the disclosure herein may be implemented or performed with a general-purpose processor, a DSP, an ASIC, an FPGA or other programmable logic device, discrete gate or transistor logic, discrete hardware components, or any combination thereof designed to perform the functions described herein. A general-purpose processor may be a microprocessor, but in the alternative, the processor may be any conventional processor, controller, microcontroller, or state machine. A processor may also be implemented as a combination of computing devices (e.g., a combination of a DSP and a microprocessor, multiple microprocessors, one or more microprocessors in conjunction with a DSP core, or any other such configuration).

The functions described herein may be implemented in hardware, software executed by a processor, firmware, or any combination thereof. If implemented in software executed by a processor, the functions may be stored on or transmitted over as one or more instructions or code on a computer-readable medium. Other examples and implementations are within the scope of the disclosure and appended claims. For example, due to the nature of software, functions described above can be implemented using software executed by a processor, hardware, firmware, hardwiring, or combinations of any of these. Features implementing functions may also be physically located at various positions, including being distributed such that portions of functions are implemented at different physical locations. Also, as used herein, including in the claims, “or” as used in a list of items (for example, a list of items prefaced by a phrase such as “at least one of” or “one or more of”) indicates an

inclusive list such that, for example, a list of at least one of A, B, or C means A or B or C or AB or AC or BC or ABC (i.e., A and B and C). Also, as used herein, the phrase “based on” shall not be construed as a reference to a closed set of conditions. For example, an exemplary step that is described as “based on condition A” may be based on both a condition A and a condition B without departing from the scope of the present disclosure. In other words, as used herein, the phrase “based on” shall be construed in the same manner as the phrase “based at least in part on.”

Computer-readable media includes both non-transitory computer storage media and communication media including any medium that facilitates transfer of a computer program from one place to another. A non-transitory storage medium may be any available medium that can be accessed by a general purpose or special purpose computer. By way of example, and not limitation, non-transitory computer-readable media can comprise RAM, ROM, electrically erasable programmable read only memory (EEPROM), compact disk (CD) ROM or other optical disk storage, magnetic disk storage or other magnetic storage devices, or any other non-transitory medium that can be used to carry or store desired program code means in the form of instructions or data structures and that can be accessed by a general-purpose or special-purpose computer, or a general-purpose or special-purpose processor. Also, any connection is properly termed a computer-readable medium. For example, if the software is transmitted from a website, server, or other remote source using a coaxial cable, fiber optic cable, twisted pair, digital subscriber line (DSL), or wireless technologies such as infrared, radio, and microwave, then the coaxial cable, fiber optic cable, twisted pair, DSL, or wireless technologies such as infrared, radio, and microwave are included in the definition of medium. Disk and disc, as used herein, include CD, laser disc, optical disc, digital versatile disc (DVD), floppy disk and Blu-ray disc where disks usually reproduce data magnetically, while discs reproduce data optically with lasers. Combinations of the above are also included within the scope of computer-readable media.

The description herein is provided to enable a person skilled in the art to make or use the disclosure. Various modifications to the disclosure will be readily apparent to those skilled in the art, and the generic principles defined herein may be applied to other variations without departing from the scope of the disclosure. Thus, the disclosure is not limited to the examples and designs described herein, but is to be accorded the broadest scope consistent with the principles and novel features disclosed herein.

What is claimed is:

1. A method for electronic content delivery by a computing device interfacing with a pharmacy management software server, comprising:

receiving, by the computing device and from the pharmacy management software server, information associated with a prescription order of a user account, wherein the information associated with the prescription order comprises a medication identifier;

determining, based at least in part on the medication identifier, that sponsored content is available for the prescription order;

transmitting, by the computing device and to a content server different from the pharmacy management software server, a sponsored content request that includes at least a portion of the medication identifier;

receiving, by the computing device and from the content server, sponsored content information responsive to the sponsored content request, wherein the sponsored con-

tent information comprises electronic content information different from electronic medication documentation corresponding to a medication of the prescription order, the electronic medication documentation including patient instructions for taking the medication;

determining, by the computing device, that the user account has authorized communication via a user device of a user;

transmitting, by the computing device, the sponsored content information to the user device of the user; and transmitting, by the computing device, an indication that the sponsored content information was transmitted to the user device of the user.

2. The method of claim 1, wherein the medication identifier comprises at least one of a drug name, a national drug code or a generic product identifier.

3. The method of claim 1, wherein the information associated with the prescription order comprises an indication that the prescription order is in a ready status.

4. The method of claim 1, wherein the information associated with the prescription order comprises information for providing contact associated with the user account.

5. The method of claim 4, wherein the information for providing contact associated with the user account comprises at least one of a primary contact number or a patient identifier.

6. The method of claim 1, wherein the electronic medication documentation comprises a medication-related document.

7. The method of claim 1, wherein the electronic content information comprises a uniform resource locator.

8. The method of claim 1, wherein the user device is a device associated with a text-capable number.

9. The method of claim 1, wherein the user device is a mobile device.

10. The method of claim 1, wherein the electronic content information is associated with a medication different from a medication associated with the prescription order.

11. The method of claim 1, wherein the electronic content information is associated with a product for administering a medication associated with the prescription order.

12. The method of claim 11, wherein the electronic content information comprises a uniform resource locator linking a video demonstration of the product for administering the medication associated with the prescription order.

13. The method of claim 1, wherein the electronic content information is associated with a procedure temporally associated with a fulfillment date of the prescription order and unrelated to the prescription order.

14. The method of claim 1, wherein:

the determining that sponsored content is available for the prescription order is based at least in part on a first section of the medication identifier that identifies a drug product irrespective of a manufacturer; and

the sponsored content request that is transmitted to the content server different from the pharmacy management software server includes the first section of the medication identifier that identifies the drug product irrespective of the manufacturer.

15. A method for electronic content delivery by a computing device interfacing with a pharmacy management software server, comprising:

receiving, by the computing device and from the pharmacy management software server, information associated with a prescription order of a user account, wherein the information associated with the prescription order comprises an indication that the prescription

31

order is in a ready status, a medication identifier and information for providing contact associated with the user account;

determining, by the computing device, that the user account has not been contacted to authorize communication via a user device of a user;

transmitting, by the computing device and based at least in part on the determining that the user account has not been contacted to authorize communication via the user device of the user, an indication that electronic medication documentation content was not transmitted to the user device;

identifying, by the computing device, a text-capable contact number associated with the information for providing contact associated with the user account;

notifying, by the computing device, a user of the user account via the text-capable contact number to authorize communication via the user device of the user based at least in part on the determining that the user account has not been contacted to authorize communication via the user device of the user; and

transmitting, by the computing device and in response to an authorization for communication via the user device of the user, the electronic medication documentation.

16. The method of claim **15**, wherein the information for providing contact associated with the user account comprises at least one of a primary contact number or a patient identifier.

17. The method of claim **15**, wherein determining that the user account has not been contacted to authorize communication via the user device of the user comprises determining that the receiving information associated with the prescription order of the user account is a first instance for receiving information for providing contact associated with the user account.

18. The method of claim **15**, further comprising:

identifying a contact number associated with the information for providing contact associated with the user account;

32

placing an outbound call to the contact number based at least in part on receiving the receiving information associated with the prescription order of the user account; and

providing a message and a prompt to indicate whether to provide printed medication documentation at a location or the electronic medication documentation via the user device of the user.

19. A method for electronic content delivery by a computing device interfacing with a pharmacy management software server, comprising:

receiving, by the computing device and from the pharmacy management software server, an indication that a print job corresponding to a prescription order is required;

receiving, by the computing device, information associated with the prescription order of a user account, wherein the information associated with the prescription order comprises a medication identifier;

performing, by the computing device, a search using the medication identifier to obtain of electronic medication documentation or sponsored content information, wherein the electronic medication documentation corresponds to a medication of the prescription order including patient instructions for taking the medication;

determining, by the computing device, that the user account has authorized communication via a user device of a user;

transmitting, by the computing device, the electronic medication documentation to the user device of the user; and

transmitting, by the computing device and to a print management server different from the pharmacy management software server, a print suppression message associated with the print job corresponding to the prescription order, wherein transmitting the print suppression message is based at least in part on transmitting the electronic medication documentation to the user device of the user.

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