

From a *napkin idea* to a live, HIPAA-compliant platform in 14 weeks

A first-time founder with no technical team asked Healimpilo to build a healthcare SMS platform. Here's what happened.

Client: CareReach (confidential) **Industry:** Digital Health / Patient Communication

Engagement: Discovery → Design → Build → Launch **Duration:** 14 weeks

Stack: Node.js · React · PostgreSQL · Twilio · AWS

14 wks

Idea to production
launch

0

Critical HIPAA
findings at launch

3

Paying clinic clients
in first 30 days

94%

Appointment
confirmation rate

THE CHALLENGE

A vision, a Word document, and no engineering team

The founder — a former hospital administrator — had spent 12 years watching patients miss appointments and fall out of care for one fixable reason: no one was communicating with them effectively. Her solution was a two-way SMS platform that let clinics send automated reminders, receive patient responses, and flag at-risk patients — all within HIPAA boundaries.

She arrived at our first call with a 3-page brief, a hand-drawn flow diagram, and a question: *"Can you build this?"*

The constraint: No internal tech team, limited runway, and a compliance landscape — HIPAA + TCPA — that most offshore development firms either ignore or get wrong.

WHAT WE DID

Discovery first. Code second.

Before writing a line of code, we ran a 2-week Discovery Sprint to stress-test the idea, define the MVP, and get compliance architecture right from the start — not bolted on at the end.

- ✓ Mapped full user journeys across clinic staff, care coordinators, and patients
- ✓ Audited 5 competing products to find gaps worth solving
- ✓ Delivered a signed PRD and compliance checklist before sprint 1
- ✓ Identified HIPAA BAA obligations specific to SMS-transmitted PHI
- ✓ Reduced MVP scope by 40% without cutting core value
- ✓ Selected Twilio as carrier specifically for its HIPAA BAA availability

The platform was then built across four 3-week sprints, with the founder seeing live, working software at the end of every sprint — not slide decks.

Two-Way SMS Engine

Appointment Reminders

Medication Adherence Alerts

At-Risk Patient Flagging

Clinic Dashboard

HIPAA Audit Log

BAA-Ready Infrastructure

Self-Serve Onboarding

COMPLIANCE

HIPAA treated as an architecture decision, not a checklist

A compliance specialist was embedded in the team from week one — not brought in at the end to review. No PHI traveled in SMS message bodies. All infrastructure ran on AWS HIPAA-eligible services, encrypted at rest and in transit, with an immutable audit log capturing every message event and staff action.

The platform passed a third-party HIPAA readiness review with **zero critical findings** before go-live. The founder could present compliance documentation to prospective clinic clients from day one.

"I came to Healimpilo with a Word document and a dream. I left with a live product, three paying clients, and a data room I can show investors. They didn't just build software — they built my business."

— Founder, CareReach

RESULTS

Live in 14 weeks. Revenue in 30 days.

- ✓ 94% appointment confirmation rate vs. ~40% for phone-based reminders
- ✓ 3 paying clinic clients onboarded within 30 days of launch
- ✓ Zero post-launch bug fixes billed in the 30-day support window
- ✓ Founder now in active seed funding conversations

Have an idea? Let's make it buildable.

Start with a Discovery Sprint — before you commit to a full engagement.

[Talk to us →](#)