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## Healthcare, shipped

Standard healthcare projects, run as repeatable playbooks

Most healthcare builds are not new problems. They are known projects with known shapes: an EHR that fits the practice, records that arrive before the visit, prescribing that works, billing that gets paid. I have run each of these before, as the product and technology executive accountable for the outcome.

Each playbook below is a repeatable engagement: fixed scope, a clear definition of done, priced by playbook, not hours.

### THE PLAYBOOKS

<p><b>Patient experience &amp; onboarding</b> Onboarding and activation funnels, <b>async and sync care</b> models (messaging-first care, video visits, triage), retention and engagement loops. Form Health · Sana · Collective Health</p>	<p><b>EHR, clinical operations &amp; credentialing</b> EHR selection, implementation, or custom build: <b>Medplum, Elation, custom</b>. Operational workflows designed around how the clinic actually runs, not around the vendor. <b>Credentialing</b>, provider data and directories. Form Health · Maven Clinic · Sana</p>
<p><b>AI-enabled practice</b> AI before, during, and after the visit: record review, ambient scribing, summaries, inbox and call deflection. Hosted with <b>Anthropic</b>, on <b>AWS</b>, or third party (<b>Nabla, Zoom</b>), deployed in regulated settings. Form Health · Maven Clinic</p>	<p><b>Medical records &amp; interoperability</b> Record retrieval and aggregation via <b>Metriport</b> or <b>Zus</b>, normalization, and records placed inside the clinical workflow where they get used. Form Health · Maven Clinic</p>
<p><b>Prescribing, prior auth &amp; labs</b> E-prescribing via <b>Photon, DoseSpot, Surescripts</b>: pharmacy routing, prior authorization, and the prescribing workflow inside the visit. Lab ordering and results via <b>Junction, Quest</b>. Form Health · Sana · Maven Clinic</p>	<p><b>Billing, claims, RCM &amp; TPA operations</b> <b>Custom and insurance billing</b>, revenue cycle management (RCM), claims adjudication in house and third party, and the TPA operations and workflows underneath: eligibility, enrollment, payments. Collective Health · Sana · Maven Clinic</p>
<p><b>Care programs</b> <b>GLP-1 and weight management</b>, coaching, dietitian services: longitudinal programs with clinical protocols, staffing models, and unit economics that hold. Form Health · Maven Clinic</p>	<p><b>Population health &amp; value-based care</b> Population health programs, engagement at payer scale, and the path to <b>value-based care</b>: measurement, contracting readiness, care navigation. UnitedHealth Group · Maven Clinic · Collective Health</p>
<p><b>Plan &amp; benefits design</b> <b>Self-funded and level-funded</b> plans, single and multi-payer setups, tiered networks, plan design, and the ben-admin integrations around them. Sana · Collective Health · Maven Clinic</p>	<p><b>Not on the list?</b> The stack changes; the method does not. New vendor, new modality, new line of business: same diagnostic, same playbook discipline.</p>

**How these run.** A playbook engagement starts with the 30-day diagnostic, then ships one playbook to done in 2 to 3 months, or several in sequence under one roadmap. Priced by playbook and cadence, not hours. Details on request. Full capabilities one-pager: [teoz.us/services](https://teoz.us/services)