

| CASE STUDY

# HatchWorks Helps Startup Evolve into a Fintech Healthcare Provider Success Story



## About the Customer

This case study is about a US-based healthcare services and consulting firm (the “parent company”) that recently launched a startup healthcare software-as-a-service (SaaS) analytics company. In just a few short years, that spin-off company has become an analytics leader in their respective healthcare field—with a footprint amongst approximately 25% of their target customer segment.

### HatchWorks Expertise Provided:

#### Software Development Services

- ✓ Full Lifecycle Software Development  
(Product Strategy, Design, Development)

#### Cloud Application Services

- ✓ Managed Application Services
- ✓ Data Management & Analytics

## The Challenge and Opportunity

**In 2017, the parent company decided to create a new revenue stream—one that would fill a significant gap in the industry, help customers benchmark and better understand their post-acute Medicare revenues, and enable them to create a spin-off company.**

They desired a technology platform sold as a subscription service to healthcare providers, which would perform process automation and customized analytics reporting—and, in turn, help healthcare providers improve their financial and market position via the analytics offered.

As a professional services firm facing its first IT venture, the company lacked the technical capacity in-house to bring their idea to fruition. As such, they sought a partner that would offer full lifecycle software development—and consequently learned of and reached out to HatchWorks.

“HatchWorks caught our attention because they immediately seemed to have the people and technical horsepower we needed—a full spectrum team with a vast net of expertise in multiple disciplines, who were innovative and very much capable of bringing our concept to market,” says the company’s Chief Operating Officer.

## Solution and Results

HatchWorks kicked off the partnership by beginning with a deep dive into understanding both the parent company's and spin-off company's business needs pertaining to the post-acute care industry—zoning in on key differentiators to build and enhance a product strategy. HatchWorks' goal was to design and develop a platform as the parent company was concurrently building out the new business operations. Working closely with the customer, HatchWorks leveraged their expertise to create a new custom mobile-first predictive analytics platform—one that is HIPAA-compliant, cloud-based, and built and maintained on AWS.

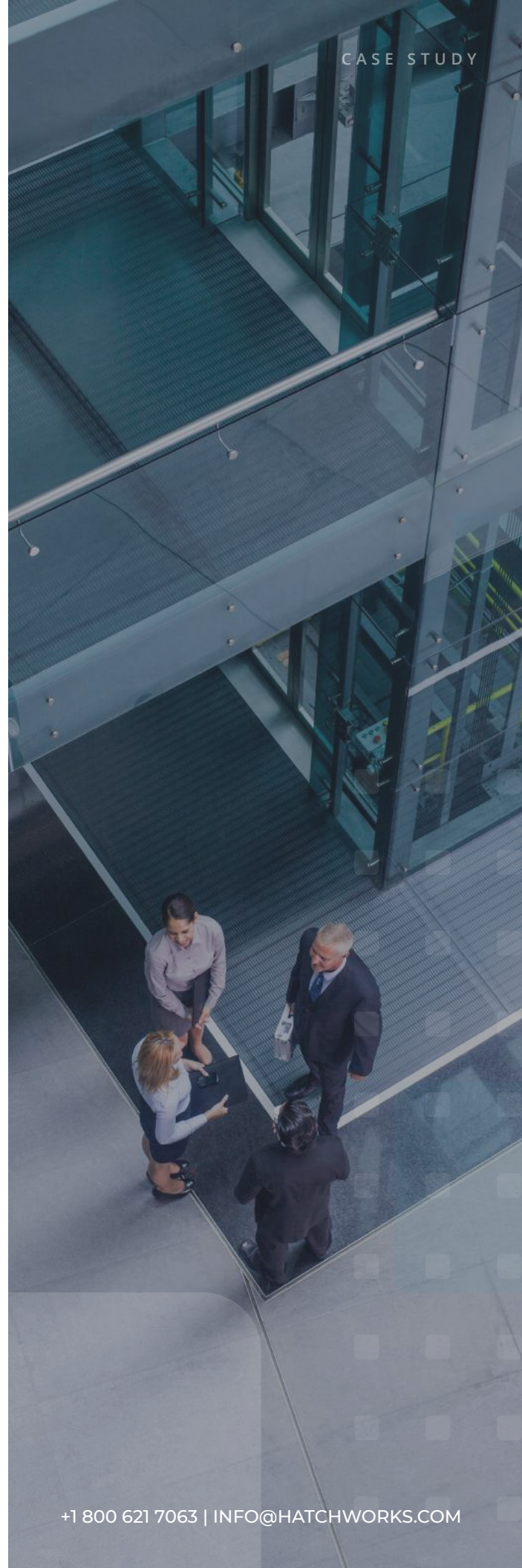
Because operational planning was occurring at the same time as development, changes in priorities sometimes triggered the need for changes to the overall software design. By leveraging their expertise in Agile software development methodology—a highly modernized and iterative approach—the HatchWorks team was able to adjust plans quickly while still maintaining innovation.

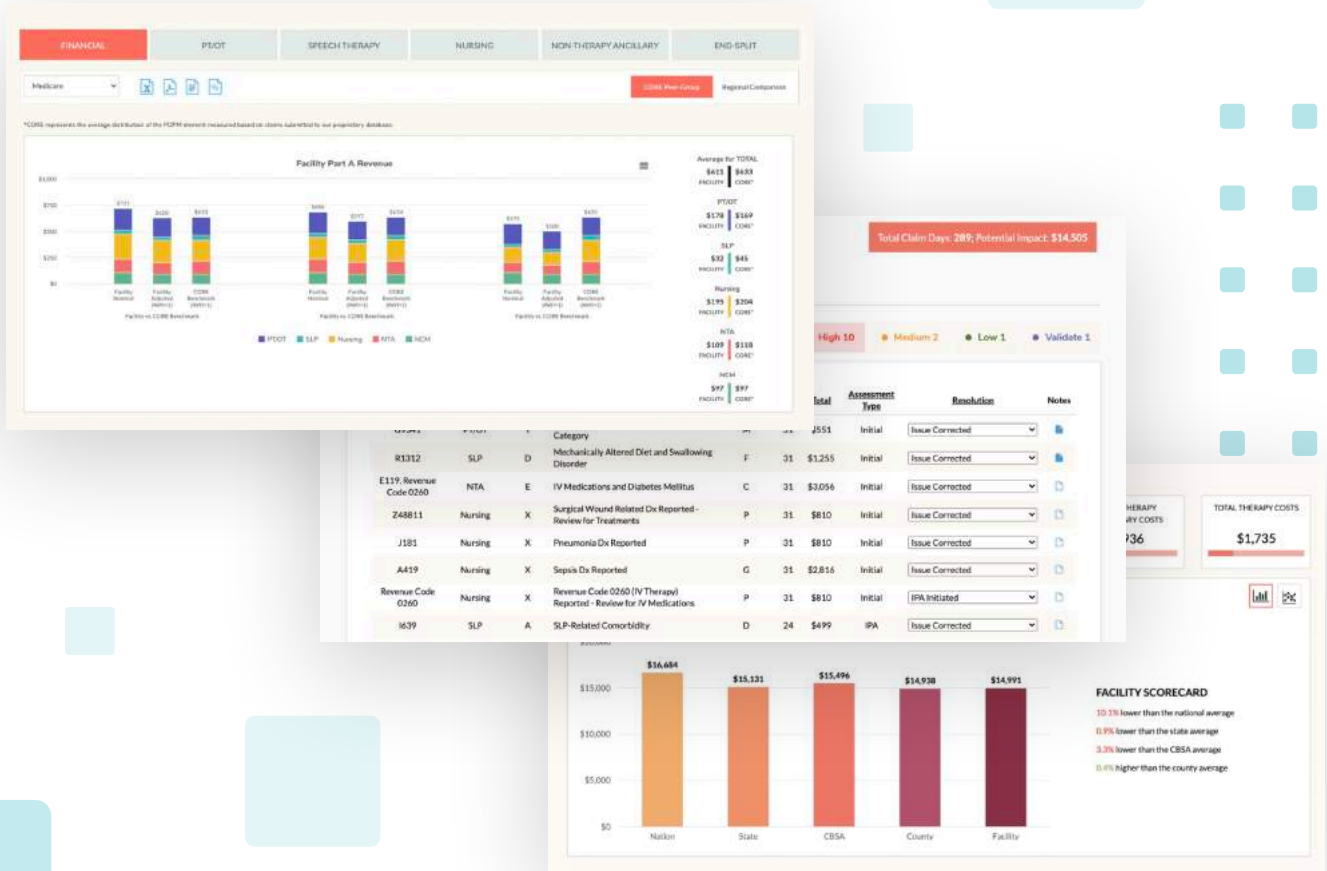
"In particular, HatchWorks' openness to adapt to changing parameters and priorities and still be able to execute the tasks at the conclusion of the project were very much appreciated," says the COO.

Ultimately, the platform facilitates the collection, processing and storage of key patient data from healthcare facilities; and enables the reporting of key metrics to these facilities as well as corporations, insurers and health systems. Customers can directly enroll to the platform and make payments, as the system integrates with Stripe for payment processing.

Within a few short years following launch, the spin-off company has experienced rapid growth—and is now an undisputed leader in their field in analytics for the market they service.

"Thanks to the application that HatchWorks helped us construct, we are now servicing about a quarter of our healthcare segment today," the COO says. "We've been very pleased with the outcome of partnering with HatchWorks. So if you're a company looking to develop a new concept or expand upon an existing offering but you lack the infrastructure to turn your idea into a viable business, I highly recommend partnering with them."





Are you seeking leading-edge design and development talent and strategic leadership to evolve your company’s offerings—and even support the launch of an entirely new and innovative spin-off business?

Contact HatchWorks today to learn how we can **ignite** your vision, **accelerate** your time-to-market and time-to-value, and enable you to **succeed** now, and in the future.

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## About HatchWorks

HatchWorks is your guide on the journey to product excellence. Our team of award-winning product experts specialize in building future-proof, innovative software products powered by data analytics, AI and IoT innovation. From ideation to strategy to launch and beyond, we partner with industry leaders in finance, healthcare, manufacturing and more to scale and commercialize their product suite with modern software solutions. As a result, we empower our customers to create meaningful user experiences and drive actionable data to improve and inform their critical business decisions.

HatchWorks is headquartered in Atlanta and has offices in Chicago, Costa Rica, Peru, and Colombia.



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